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The DRUG and COSMETIC INDUSTRY

MARCH 1936

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THE DRUG AND COSMETIC INDUSTRY

VOL. 38, No. 3 Established 1914 MARCH, 1936

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FRAZER V. SINCLAIR, Business Manager
HARRY G. KELBLY, Circulation Manager
JOSEPH KALISH, Chemist

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Front Cover

The rose—Queen of flowers—flower of chastity, of love, and of mirth. So termed by the ancients, the rose is now beloved the world over. It is in the famous Valley of Roses in Bulgaria, however, that this flower reaches the epitome of perfection. There, over two hundred thousand people are engaged in its cultivation, primarily for the odor so widely known as Otto of Rose. Happy indeed are the peasants of this valley where a kind Providence has destined their life's work as the production of the rose.

Photo courtesy W. J. Bush & Co., Inc. The Tube Rose photo for our February cover was courtesy of Bruno Court and Naugatuck Chemical.

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Innis, Speiden & Co., Inc.
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Adhesives
National Adhesives Corp.

Alcohol
American Commercial Alcohol Corp.
Commercial Solvents Corp.
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Abbott Laboratories
J. T. Baker Chemical Co.
R. W. Greeff & Co., Inc.
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Merck & Co., Inc.
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W. J. Bush & Co., Inc.
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Norda Essential Oil & Chemical Co.
Orbis Products Corp.
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Schimmel & Co., Inc.
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Van Dyk & Co.
Albert Verley, Inc.

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Harrison Refining Co., Inc.
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M. W. Parsons, Imports
Orbis Products Corp.
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Carr-Lowrey Glass Co.
Glass Products Co.
Hagerty Bros. & Co.
Hazel-Atlas Glass Co.
Maryland Glass Corp.
Owens-Illinois Glass Co.
Pennsylvania Glass Prod. Co.
Salem Glass Works
Swindell Brothers, Inc.

Cans
Continental Can Co.

Cartons
American Coating Mills, Inc.

Chalk
Industrial Chemical Sales Co., Inc
M. W. Parsons, Imports
Peerless White Lime Co.
John & E. Sturge, Ltd.

Citric Acid
H. J. Baker & Bro.
J. T. Baker Chemical Co.
California Fruit Growers Exchange
Dodge & Olcott Co., Inc.
Mallinckrodt Chemical Works
McKesson & Robbins, Inc.
Merck & Co., Inc.
N. Y. Quinine & Chemical Works
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Aridor Co.
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Bridgeport Metal Goods Mfg. Co.
Dodge Cork Co.
General Plastics, Inc.
Phoenix Metal Cap Co.
Sylvania Industrial Corp.

Cod Liver Oil
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Sun Tube Corp.
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H. Kohnstamm & Co., Inc.
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California Fruit Growers Exchange
Dow Chemical Co.
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Mallinckrodt Chemical Works
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Norwich Pharmacal Co.
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Stearates
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Users of Atlantic White Oils U.S.P. are sure of obtaining products which exceed the standards set up by the United States Pharmacopœia in almost every respect. Each batch of these White Oils must pass Atlantic laboratory tests which are more exacting than the U.S.P. requirements.

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ATLANTIC ATREOLS. Highly refined from selected American crudes. Exceeds U.S.P. requirements. Nine viscosity ranges varying from 80 to 345 sec., S.U. at 100° F.

RUSSIAN MINERAL WHITE OIL U. S. P.

ATLANTIC ODNOL. Refined in America from crude Russian distillate. Viscosity 335 to 345 sec., S.U. at 100° F. Exceeds U.S.P. requirements.

Atlantic also produces ULTROLS. These are high-quality oils for pharmaceutical, cosmetic and industrial purposes which do not entirely meet U.S.P. standards.

Send for liberal test samples of Atlantic White Oils and our booklet, "Battle for Purity," describing the precautions taken in the production of these oils. Our technical department is always ready to help with your problems. The Atlantic Refining Company, Specialty Sales Division, 260 South Broad Street, Philadelphia, Pa.

PETROLATUM ALBUM

White Petrolatum

Petrolat. Alb.—White Petroleum Jelly

Petrolatum wholly or nearly decolorized.

Description and physical properties—White Petrolatum is a white or faintly yellowish, unctuous mass, transparent in thin layers even after cooling to 0° C

Tests for identity and purity—In other respects White Petrolatum has the characteristics described under *Petrolatum*, page 280.

PETROLATUM LIQUIDUM

Liquid Petrolatum

Petrolat. Liq.—Liquid Paraffin, White Mineral Oil

A mixture of liquid hydrocarbons obtained from petroleum.

Heavy Liquid Petrolatum has a kinematic viscosity of not less than 0.381 at 37.8° C., page 476.

Light Liquid Petrolatum has a kinematic viscosity of not more than 0.370 at 37.8° C., page 476.

Each variety conforms to the following description and tests:

Description and physical properties—A colorless, transparent oily liquid, free, or nearly free, from fluorescence.

It is insoluble in water and in alcohol. It is soluble in ether, in chloroform, and in petroleum benzin. It is miscible with most fixed oils but not with castor oil; it is soluble in volatile oils. Camphor, menthol, thymol, and many similar substances are soluble in Liquid Petrolatum.

Tests for identity and purity—Specific gravity: 0.828 to 0.905 at 25° C

Liquid Petrolatum is odorless and tasteless when cold, and develops not more than a faint odor of petroleum when heated.

Fill a tall, cylindrical, standard oil-sample bottle of colorless glass of about 120-cc. capacity, with Liquid Petrolatum; stopper, and immerse the bottle in a mixture of ice and distilled water for four hours: the Liquid Petrolatum does not become more than opalescent (*moisture* and *solid paraffins*).

Boil 10 cc. of Liquid Petrolatum with an equal volume of alcohol: the alcohol remains neutral to moistened litmus paper (*acid* or *alkali*).

Prepare a saturated solution of lead monoxide in an aqueous solution of sodium hydroxide (1 in 5), and mix 2 drops of the clear solution with 4 cc. of Liquid Petrolatum and 2 cc. of dehydrated alcohol: the mixture does not darken after heating at 70° C. for ten minutes and cooling (*sulfur compounds*).

Place in a glass-stoppered cylinder of colorless glass, which has been previously rinsed with sulfuric acid, 5 cc. of Liquid Petrolatum and 5 cc. of sulfuric acid containing from 94.5 to 95.5 per cent of H_2SO_4. Heat in a bath of boiling water during ten minutes, shaking the mixture well at intervals of thirty seconds: the Liquid Petrolatum remains unchanged in color and the acid does not become darker than the standard color produced by mixing in a similar cylinder 3 cc. of ferric chloride c. s., 1.5 cc. of cobaltous chloride c. s., and 9.5 cc. of cupric sulfate c. s., this mixed fluid being overlaid with 5 cc. of Liquid Petrolatum (*carbonizable substances*).

Storage—Preserve Liquid Petrolatum in well-closed containers and protected from light.

Preparation—Emulsum Petrolati Liquidi.

AVERAGE DOSE—Metric, 15 cc.—Apothecaries, 4 fluidrachms.

ATLANTIC WHITE OILS

We have often found that the experience we have accumulated during the 138 years of our business life has proven of good advantage to our friends in the Perfume, Soap and Cosmetic Industries.

We are willing to share with you this accumulated knowledge in the use of any perfume material.

ESSENTIAL OILS
Natural — Concentrated — Terpeneless

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NATURAL FLORAL PRODUCTS
Flower Absolutes — Flower Liquids
Surfleurs — Fixodors

OPOPONAX — the original
Samuelson's product

ANIMAL FIXATIVES
Ambergris, Civet, Castoreum, Musk

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D&O
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1798

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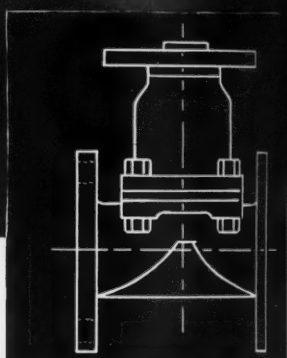

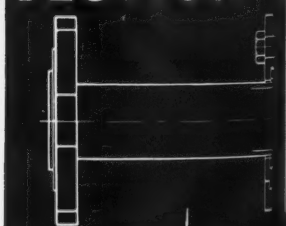

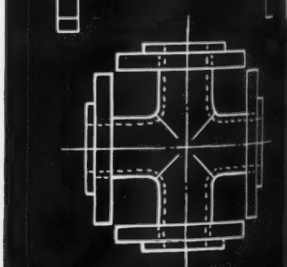

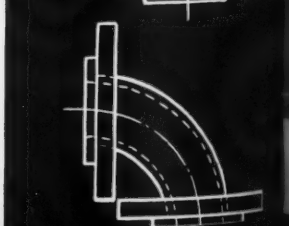

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What happens to your product before it reaches the processing unit and after it leaves? A trace of dissolved metal, an undesirable catalytic reaction, can sometimes be as damaging here as in processing.

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PFAUDLER

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Rose IS Queen

OF ALL PERFUME ODORS

The tremendous importance of rose in the perfumer's art has been a spur to special research by the house of Verley for many years. • Truly, rose is the universal harmonizer. In cosmetics, it blends to perfection with any perfume that may be worn. In perfumes, it ranks with Jasmine as an ingredient in almost any distinctive compound. • The fruits of this special interest in rose are available to perfumers, in the proved, established ingredients and compositions created and perfected by Verley over a long period of time. Write for samples.

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ALBERT VERLEY *aromatics*

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- AMYL CINNAMIC ALDEHYDE

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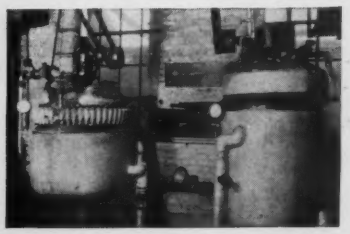

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LILAS SURFINE

Recognized as the outstanding Lilac ...by comparison, the most perfect reproduction of the Lilac note thus far created

- FOR EXTRACTS AND TOILET WATERS

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A slightly modified version of the exquisite Lilas Surfine with the same superlative note for use

- IN CREAMS AND LOTIONS

LILAC B. Y.

A lower-priced Lilas Surfine note allowing economy without sacrificing quality

- FOR GENERAL USE

. . .

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FELTON Quality

FELTON CHEMICAL COMPANY

INCORPORATED

603 JOHNSON AVENUE, BROOKLYN, N. Y.

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but the Wrights DID it!
THEY SAID: "WIRELESS IS IMPOSSIBLE"
but Marconi DID it!
THEY SAID: "YOU CAN'T MAKE FINER ROUGE"
but Micronizing is DOING it!

When MICRONIZING was first introduced the claims we made for its fluid-like texture seemed almost unbelievable. Now that every test has proved its worth, leading perfumers are convinced that no rouge and powder compacts made by the old sifting process can compare. Sales to the consumer have forged ahead, definitely proving its superiority and selling appeal.

MICRONIZING results in a much finer texture than any ever known, as well as uniformity of color from top to bottom and a wider color range.

Raise the standard of your products; investigate the possibilities MICRONIZING holds for you! For testing purposes we will gladly send samples promptly upon request.

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- The fine particles will not stick in the pores, and cannot scratch, for you will find no trace of grit.
- Everywhere this new process has been acclaimed, from every standpoint, for setting a new standard in rouge and powder compacts.
- We are the only private label house having the exclusive rights from the inventor in the use of this most revolutionary manufacturing method for Rouge and Powder Compacts.

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UNDER PRIVATE LABEL

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Face Powder	Eye Shadow
Cosmetique	Cream Cheek Rouge
Face Creams	Lotions

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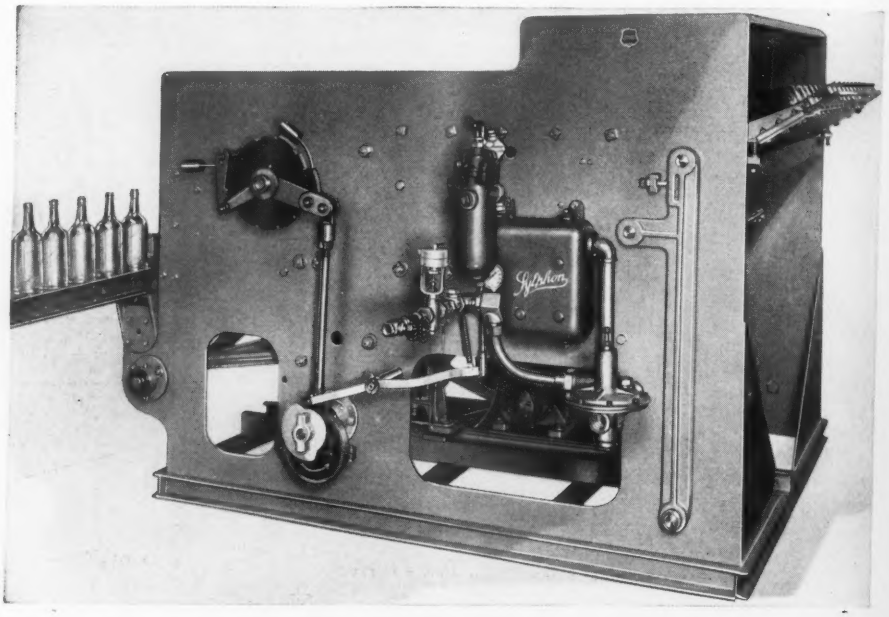

A fully automatic Washer and Drainer for the discriminating bottler whose products require thoroughly cleaned—washed bottles.

U. S. Automatic Washer & Drainer

MODEL AWD

Ideally adapted for operating in a fully automatic or semi-automatic bottling line, particularly where large production is required.

Will handle any size or shape of container. Fully automatic in operation. Simply place bottles or containers on feed chutes and they are automatically fed to cups on flights—carried in an inverted position to sprays, and are then delivered in an upright filling position to conveyor belt, where they ride to next operation.

One set of cups on flights will handle a wide range of containers in a variety of shapes and sizes.

All shafts are of stainless steel running through ball bearing flanged units. All parts that come in contact with washing water are of bronze construction.

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Agitators
Belt Conveyors
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Water Stills
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U. S. BOTTLERS MACHINERY CO.

4009-4027 No. Rockwell Street **Offices in all principal cities** **Chicago, Illinois**

A BUSINESS *is as* OLD
as the Experience of its Personnel

Most of you know Charles Fischbeck, President of Charles Fischbeck Co., Inc. For over 24 years his business experience has extended into every phase of the essential oil and aromatics development in this country and in world markets.

For your extracts and cosmetics we have some unusually attractive floral creations.

Our CEFCO brand has eighteen odors including Gardenia, Rose, Violet and Sweet Pea.

In price ranges, suitable for your purpose.

Let us send you samples for your specific preparation.

We are now equipped with 20,000 feet of floor space—among the largest warehouse facilities in the trade. Our stock is now adequate to meet your requirements at favorable prices for any essential oil or aromatic chemical. An excellent, modern laboratory, fully equipped for careful quality control and for perfume specialty development, is now producing some excellent creations.

CHARLES FISCHBECK CO., Inc.

119 West 19th Street, New York

MERCK ZINC STEARATE U. S. P.

To achieve distinction for your face powder, we recommend, as an ingredient, Merck Zinc Stearate U. S. P. which is *standard* in many of the leading brands of face powder today.

Merck Zinc Stearate is uniformly bulky, a very desirable characteristic of any material to be incorporated in your face powder. It is manufactured only from the best quality triple pressed Stearic Acid, insuring freedom from Oleic Acid. This, in turn, means absence of Zinc Oleate which would decompose the perfume. Merck Zinc Stearate fully complies with the chemical specifications of the United States Pharmacopoeia.

MAKE THIS SIMPLE THREE-POINT TEST OF TOUCH, SIGHT AND SMELL

1—Rub some Merck Zinc Stearate U. S. P. between thumb and fingers—and note the silky, smooth-as-velvet feel and freedom from harsh particles.

2—On a clean white paper in clear daylight observe the brilliant white color and freedom from brownish or yellowish cast, which might interfere with color blends.

3—Note the absence of foreign or rancid odor—eliminating the possibility of interference with, or spoilage of, the most delicate perfumes.

A trial supply of Merck Zinc Stearate will be sent on request.

★ MERCK & CO. Inc. Manufacturing Chemists RAHWAY, N. J. ★

New York • Philadelphia • St. Louis • *In Canada:* Merck & Co. Ltd., Montreal • Toronto

"AN EVENT OF NATIONAL IMPORTANCE TO THE INDUSTRY"

ELEVENTH ANNUAL

Drug, Chemical and Allied Trades Banquet

Thursday evening···March 19th

at

Hotel Waldorf-Astoria

OUTSTANDING RECEPTION

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SERTURNER

. . . the Discoverer of Morphine

Friedrich William Adam Serturner (June 19, 1783 to February 20, 1841) is famous as the *discoverer of morphine.*

On the old house at Paderborn appears this inscription, "For this house, Fr. W. Adam Serturner in 1803 discovered morphine." Serturner's little shop in Einbeck looked for all the world like many other little shops throughout Germany. He served the little community in which he lived from early morning until the lights in the houses of the village were out at night but even after the rest of the town had gone to bed, Serturner worked on with his experiments. The inhabitants paid little attention to him until that one morning when he amazed the world with his announcement of the discovery of morphine. His discovery was all the more marvelous because of the adverse circumstances under which Serturner worked and the meager equipment with which he was supplied.

His contribution to science and the medical world is invaluable. His many reports on opium and morphine are still read today. He published some seven papers on morphine, the first of which was published in Trommsdorf's Journal d. Pharmacie, 13. 227 (1805).

The New York Quinine & Chemical Works is well known for its activities in the field of chemical research and has long been identified with the supply of morphine to the pharmaceutical industry.

Complete line of chemicals for pharmaceutical and industrial uses.

Specify **N. Y. Q.** *on your orders*

THE NEW YORK QUININE & CHEMICAL WORKS INC.

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NYQ

Odors for Dusting Powder

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Kimpak

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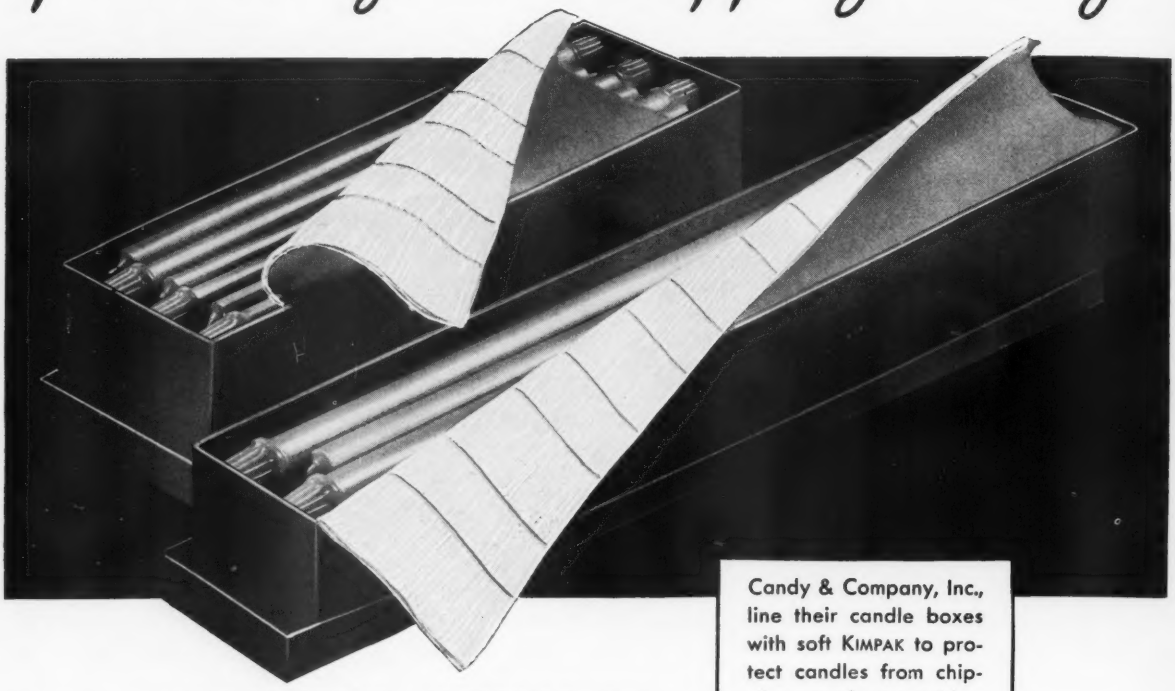
CREPE WADDING

protects against shipping damage



Candy & Company, Inc., line their candle boxes with soft KIMPAK to protect candles from chipping and scratching

Protects CANDY'S CANDLES

"YOUR wadding has been perfectly satisfactory in all respects . . . ," write Candy & Company, Inc., Chicago, Ill. They, like hundreds of other manufacturers, depend on KIMPAK to protect their merchandise against damage and breakage . . . economically.

Let KIMPAK solve *your* packing problems. No matter if your shipment is large or small, metal, wood, glass or other material, there is a form and size of KIMPAK available to fit your needs. KIMPAK will not scratch or mar because it is soft and clean, without dirt or foreign particles. It is resilient and guards against jarring and other forms of shipping damage. KIMPAK is light in weight and easy to apply. No waste or muss. Surprisingly economical, too. Find out what KIMPAK can do for you. Mail coupon now for FREE portfolio of samples.

FREE! 1936 Portfolio of Kimpak

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Address nearest sales office: 8 So. Michigan Ave., Chicago; 122 E. 42nd St., New York City; 510 W. 6th St., Los Angeles.

Gentlemen: Please send us the 1936 Portfolio of KIMPAK. D. C. I.-3

Company.....

Address.....

Attention of..... *Our Product is*.....

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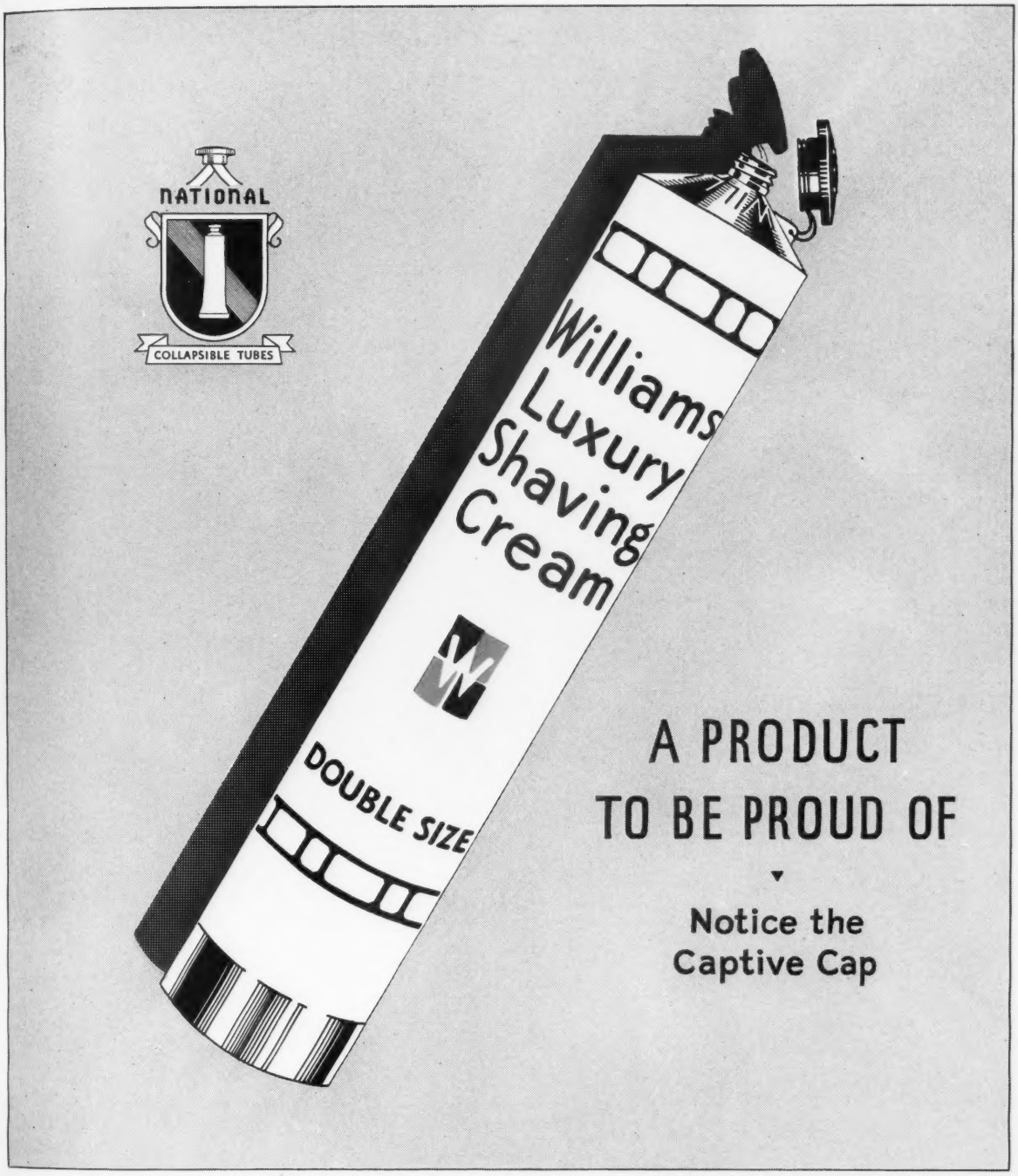

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Why ANCHOR tests every lot of material

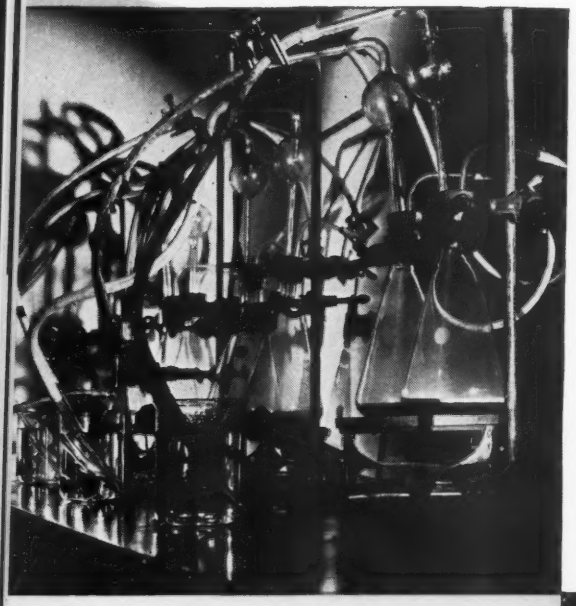
YOU EXPECT a manufacturer to test his materials. But Anchor goes far beyond the expected — in the thorough, exhaustive tests it makes. We make tests every day that others feel are necessary only occasionally; we conduct tests that others don't at all; our laboratories have designed special testing equipment that only a concern of Anchor's size and facilities could possibly possess.

This emphasis on testing shows Anchor's recognition of their responsibility toward the packaging industries—a responsibility that means money to Anchor customers. It means caps that fit perfectly and allow for ordinary variations in glass finishes; that never fail to give the sealing protection intended; that never let you down by causing spoilage, complaints or returns. It means package sealing that is dependable every time, under even adverse conditions, on *all* your output.

To give you some idea of how elaborately Anchor goes about its tests, just consider raw materials. For example, we test tin for ductility, workability, and tin coverage; we test liners for compressibility, resilience and pliability, and where wax is used, the melting point, thickness, color and coverage; we test lacquers for viscosity, color, resistance to heat of processing and sterilizing, acid and alkaline resistance.

All measurements whether of tools, materials, glass finishes or finished caps are checked with precision instruments of various kinds, special gauges, templates, even a contour projection machine and stereoscopic microscope.

Hence when you buy Anchor Caps, you can be sure that they will measure up, not only to specification but to the performance you have a right to expect. ANCHOR CAP & CLOSURE CORPORATION, Long Island City, New York; Toronto, Canada, *Branch offices in all principal cities.*



Above: **In this maze of tubes and beakers and laboratory paraphernalia a tin coverage test is going on, to make certain that the quantity of tin on the base plate comes up to our rigid specifications... assurance to you that the Anchor Caps you get will deliver full protection.**

To right: **Another example of Anchor thoroughness in checking, measuring and making sure; a projection machine that "blows up" objects to twenty times their size and throws their picture on a screen where it may be photographed, traced and studied and the most minute variations discovered — in tools, gauges, glass finishes, threads and contours of caps.**

Caps by ANCHOR

SALEM *likewise has its* TESTS

SALEM makes a complete line of Blake containers, of which two are shown above, in all commonly used capacities. We have tried to photograph these two samples as attractively as possible so as to give the reader of this advertisement some indication of how finely made they are, how accurate in dimensions and finish, how lustrous and sparkling is the glass.

The same is true of all Salem ware whether you happen to be interested in a time-tested, practical style such as the Blake or in a more intricate, individualistic or modern design. Salem quality stems from two principal causes—our knowledge of glass making born of long experience, and of equal importance the lengths to which we go in insuring perfect glassware. If you could see the care that is taken in each step of the manufacturing process, if you could see the many and exhaustive tests we make, the analyses of raw materials, the inspections of the finished product as the containers come from the lehrs, you would realize why so many drug and pharmaceutical houses turn to Salem for their source of glass supply. SALEM GLASS WORKS, Salem, New Jersey. *Associated with* CAPSTAN GLASS COMPANY, Connellsville, Pennsylvania. *Branch offices in all principal cities.*

Automatic Electric

Annealing Makes Better Glassware

Commercial glassware invariably gets rough and tumble treatment and must be strong and tough to withstand it. That takes carefully controlled, uniform annealing. The fully automatic annealing lehrs developed and perfected by Capstan are the most accurate and dependable means known for building strength and resistance into glassware. In each lehr there is a series of zones which makes it possible to compensate for the different degrees of heat resulting from changes in the quantity and type of containers passing through. A system of automatic, thermostatic control maintains a correct temperaure curve insuring uniform and properly annealed products.

CAPSTAN *Glass*

L I G H T

Heavy, awkward packages have no place in a rapidly moving packaging world. To the fleet-footed belong the sales victories . . . to the dainty, lightweight, convenient carriers of modern products go the worth-while profits. And Kimble Glass Vials secure more than their share of sales for the articles they transport.

Retempered for strain-free strength . . . light in weight . . . Kimble Vials weigh from 40 to 60% less than moulded bottles of equal capacity. They travel for less, cut shipping costs to a marked degree, and guarantee safety and sanitation right into the customer's hands.

Why trifle with cumbersome packages when it costs less to use Kimble Vials? Why accept mediocre appearances when Kimble Vials impart that personality and eye-appeal so necessary to win the attention of a package-conscious public?

Kimble Vials are available for many types of closures to fit almost any need. Consult Kimble FIRST . . . it's a step toward assured sales success.

KIMBLE GLASS COMPANY . . . VINELAND, N. J.

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON

fine HEYDEN chemicals

ACETYL SALICYLIC ACID
SALICYLIC ACID
SODIUM SALICYLATE
METHYL SALICYLATE
MINOR SALICYLATES

Creosote
Creosote Carbonate
Guaiacol
Guaiacol Carbonate
Potassium Guaiacol Sulphonate

Formaldehyde
Para Formaldehyde
Hexamethylenetetramine
Silver Proteins
Glycerophosphates

Benzoate of Soda
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HEYDEN
CHEMICAL
CORPORATION
50 UNION SQUARE
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factories
GARFIELD, N.J.
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DOW EPSOM SALT, U.S.P. RECRYSTALLIZED

The customer at the druggist's counter asking for Epsom Salt, U.S.P. rarely learns that the sparkling white crystals he buys, in the majority of instances, are a Dow product.

Both he and the druggist, quite rightly, place their faith and confidence in the good name that appears on the package.

Nevertheless, though Dow remains unknown to thousands of druggists and millions of ultimate consumers, they still loom large in their importance to Dow. After all is said and done, they are our customers' customers. Therefore, they are ours.

Unretouched photograph (4 times enlargement) of Dow Epsom Salt, U.S.P. Recrystallized.

It is this point of view that has caused Dow to bring to the production of Epsom Salt, U.S.P., Recrystallized, methods that produce a product of such purity, fine appearance and uniformity that it is respected by every manufacturer of pharmaceuticals.

DOW

THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN

Branch Sales Offices:
30 Rockefeller Plaza, New York City
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Acetphenetidin, U.S.P. • Antipyrine, U.S.P. • Benzoic Acid, U.S.P. • Minor Bromides • Carbon Tetrachloride, C.P. • Chloroform, U.S.P. • Epsom Salt, U.S.P., Recrystallized • Ferric Chloride, U.S.P. (Solution or Crystals) • Glycine • Magnesium Sulphate, Desiccated • Phenol, U.S.P. • Acetyl Salicylic Acid, U.S.P. (Powder or Crystals) • Acetyl Salicylic Acid, Granulation, 10% starch (White, Pink, Green) also 16% and 20% starch (White) • Methyl Salicylate, U.S.P. • Salicylic Acid, U.S.P. • Sodium Salicylate, U.S.P. • Minor Salicylates • Sodium Benzoate, U.S.P. • Strontium Bromide, U.S.P., IX • Tetrachlorethylene, Purified • Trichloracetic Acid, U.S.P.

Attend the Annual Dinner of the Drug, Chemical and Allied Trades Section of the New York Board of Trade—Waldorf-Astoria Hotel, March 19th.

Some say it's Lilac
Some say it's Lily of the Valley
In fact, it's the flower odor of both
In truth, it's that agreeable top note observed in most flowers
That's why a French perfumer calls Terpenyl-Glycol "The master Florafier."
"The Master Florafier"
TERPENYL-GLYCOL
(BORNANO)

● You can add Terpenyl-Glycol to a[illegible] compound for Cream Extract, Soap or any Toilet Requisite with confidence it will perform.

$10.00 the pound—Sample ounce for $1.00 postage prepaid

Aromatics Division

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DIVISION OF UNITED STATES RUBBER PRODUCTS, INC.

1790 BROADWAY NEW YORK, N. Y.

Here's the way 1703 Women Answered the Question . . .

DO YOU PREFER "ROUGE SUPREME" TO THE KIND YOU ARE NOW USING ?

[*From questionnaires tabulated by Hurdman and Cranstoun, Public Accountants, New York City*]

1568 SAID "YES"

THIS amazing consumer endorsement of 'Rouge Supreme' came as the result of a nationwide survey. Women (your customers) immediately recognize this new rouge as a vastly superior product.

The overwhelming preference of these women merely confirms what the microscope reveals: Outstanding superiority ... an infinitely fine texture ... amazing color uniformity, but not a single trace of lumpy unground material.

'Rouge Supreme' sets a new standard.

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ROUGE • CREAM CHEEK ROUGE
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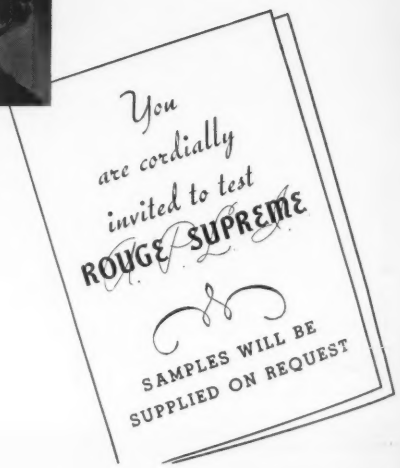
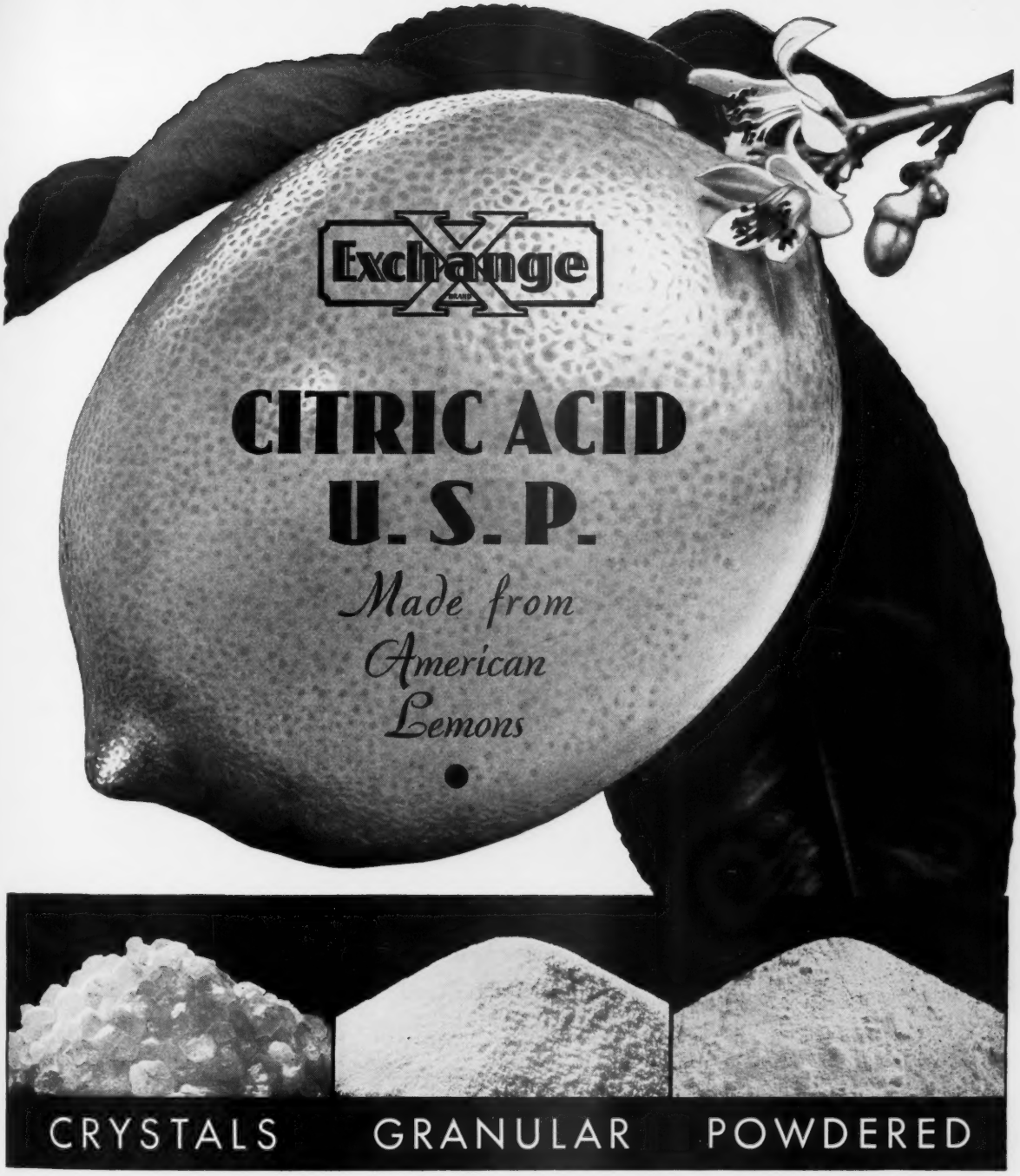
Products Liability Insurance





Exchange Citric Acid U.S.P. is made by the Exchange Lemon Products Company of Corona, Calif. Backed by the Sunkist group of 13,200 citrus growers – largest in the world. Immediate shipments from warehouse stocks in New York, Chicago and Philadelphia. For prices on kegs, barrels or carloads, write nearest office.

Products Department

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ONTARIO, CALIFORNIA

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Copr., 1936, Products Dept., California Fruit Growers Exchange

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RUSSIAN MINERAL OILS

GUARANTEED U.S.P.

FLAG BRAND

WHITE OILS

Specific Gravities: 860 to 890 Viscosities 80 to 345

Grade	Specific Gravity	Viscosity at 100° F. Saybolt
Extra Heavy	885/890	335/345
Special Heavy	880/885	210/220
Heavy	875/880	175/185
Medium	875/880	145/155
Light Medium	870/875	120/130
Light	870	110/115
Extra Light	860/865	80/90

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NAPHTHENIC ACID SLUDGE

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OPAL JARS

Carr-Lowrey Opal Jars meet every requirement of the particular cosmetic buyer.

Now in stock for immediate delivery, in large or small quantities, in the following sizes: ½ oz., 1 oz., 1½ oz., 2 oz., 3 oz., 4 oz., 8 oz., 16 oz.

Furnished from stock with black double shell metal caps, the jars are made to G.C.A. standards and therefore molded or any standard metal cap may be used.

We also design and manufacture opal jars from private molds.

CARR-LOWREY GLASS CO.

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Telephone: CHickering 4-0592

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Telephone: WHitehall 4326

"Strange.. It's the same jar but the Cream seems different"

Perhaps you haven't *knowingly* changed your products. But have they been changed without your knowledge? Do you *know* that some adulterant has not thrown your formula out of balance?

Use this Pure Beeswax. Beehive Brand Beeswax is always pure—always uniform. Every tablet is exactly like every other tablet. Our own buyers select the finest grade of crude beeswax. It is again tested for purity and quality by our own skilled chemists. Then it is sun-and-air bleached for the pure white color so essential to fine creams.

Test Beehive Brand in your own cream. Note the texture and color. You'll quickly see why this beeswax has long been the basis of many fine creams. Write for complete information.

BEEHIVE BRAND
Beeswax

WILL & BAUMER CANDLE CO., INC.
Established 1855
Spring Street, Syracuse, New York

SPERMACETI CERESINE YELLOW BEESWAX
COMPOSITION WAXES RED OIL HYDISTEAR
STEARIC ACID

Snowtex means NO SHINE in your face Powder

Mr. Cosmetic Chemist, have you investigated Snowtex? . . . Once on, Snowtex stays on. Once on, Snowtex keeps *shine off*. And no shine, means no lost trade.

Women cling to face powders made of Snowtex because Snowtex clings to them . . . hour after hour, throughout the day . . . with never a loss of opacity . . . with never a loss of natural skin loveliness.

Let "Her" put it on at 8 a. m. and note the complete absence of shine . . . the complete apparent absence of face powder. Ask her to look in the mirror at noon time . . . and it will be as lovely as it was at 8 a. m. . . . whether she is 20 or 40 . . . whether her skin is naturally dry or naturally oily.

In Snowtex, science has enabled you to achieve a new goal in face powder. It has produced a *shine-proof* powder with particles so fine one might almost expect it to be waterproof . . . just like the human body. In fact neither tears nor rain affect it. The result of close coordination between consumer research and laboratory effort.

At last women can wear a no shine powder that blends with their skins, without getting any attention itself. The ultimate goal for which powder manufacturers have been searching for years, and have just now reached. The face powder that goes on in the morning and stays on.

Snowtex *can't* shine because of the way it's made. Each tiny particle is so shaped that there are no angular edges to reflect light. Each tiny film stays on because of an electrostatic affinity of like particles for like.

Contrast this with the motley heterogeneous assembly of loose, irregular, unrelated particles in ordinary face powder. Then get your sample and make a study of it in your own laboratory. Give a sample to your wife and get your consumer viewpoint. Mobilize your findings for an unprecedented attack on your market. Your merchandising department will find quick response to your new output.

Snowtex is furnished in 18 shades and requires only the addition of your perfumes. Leaves you more time for creative laboratory work.

T•GOSTAGE LEEK

230 PARK AVE.
NEW YORK, N. Y.

Copyright by T. G. Leek, 1936

Perfume

If you buy aromatic chemicals . . . Those made by our factory are made on a real production basis; they are true, not "retouched," they are purer and better than the general run of the market; they are guaranteed to run uniform in test and in odor.

If you don't buy aromatic chemicals . . . Any perfume material you use probably contains aromatic chemicals. In our compositions also we have to be *sure* to have uniformity of ingredients and we have to *know* their quality. Having our own factory puts us 'way ahead, because we control quality and uniformity. *And* it gives us an "edge" on price, as well. What we save by having our factory, you save in the value and cost of the compositions we sell you.

Well, what about it? If you buy aromatics, try ours —they're a saving and a treat, if you're looking for better products. If you buy specialties, see how our compositions forge ahead of competition simply because we use better ingredients, and know how to make them.

That's why it is better business to buy from manufacturers, where the control of quality is *known, real* and *scientific.*

We do not manufacture all aromatic chemicals; we make only those we *know* we can make better, purer, cheaper.

Send for samples
and list of products

Suggestions for Spring

Perfume A. C. will give you an entire line, a real thrill, a popular success, a modern note, a distinctive creation. Does it sound expensive? It isn't. The oil comes in 5 grades—$100, $60, $40, $24, $12 per lb.

Opoponax S. S. is that subtle yet tenacious character that underlies some of the leading perfume and powder odors. Use it alone or in compositions. Also ask for the one *for cream* use; especially if you want to cover lanolin. Both are $20 per lb.

Lilac is April's child, but now is a good time to select one. Lilacs like the breath of Spring are beloved by all. We offer an unusual selection this year, at all prices, for all uses. Also original bouquets with lilac top note.

Rose-de Mai reproduction of the exquisite French Rose Absolute. This remarkable oil at $36 per lb. can be used to replace a goodly portion of the expensive Absolute in your compositions. A great new resource for perfumers.

Perrol of course. Spring wouldn't be Spring without Perrol. It's the original (and still the best) of the products made to bring out *real* floweriness in flower oils. It does just that when you add about 15% to your lily, rose, carnation, hyacinth, etc. It can be used alone too, for a *natural-smelling* bouquet of flowers.

Samples on request. These are just a few suggestions.
We have many more — for Spring and all the year.

van Ameringen-Haebler, Inc.

Manufacturers and Importers of

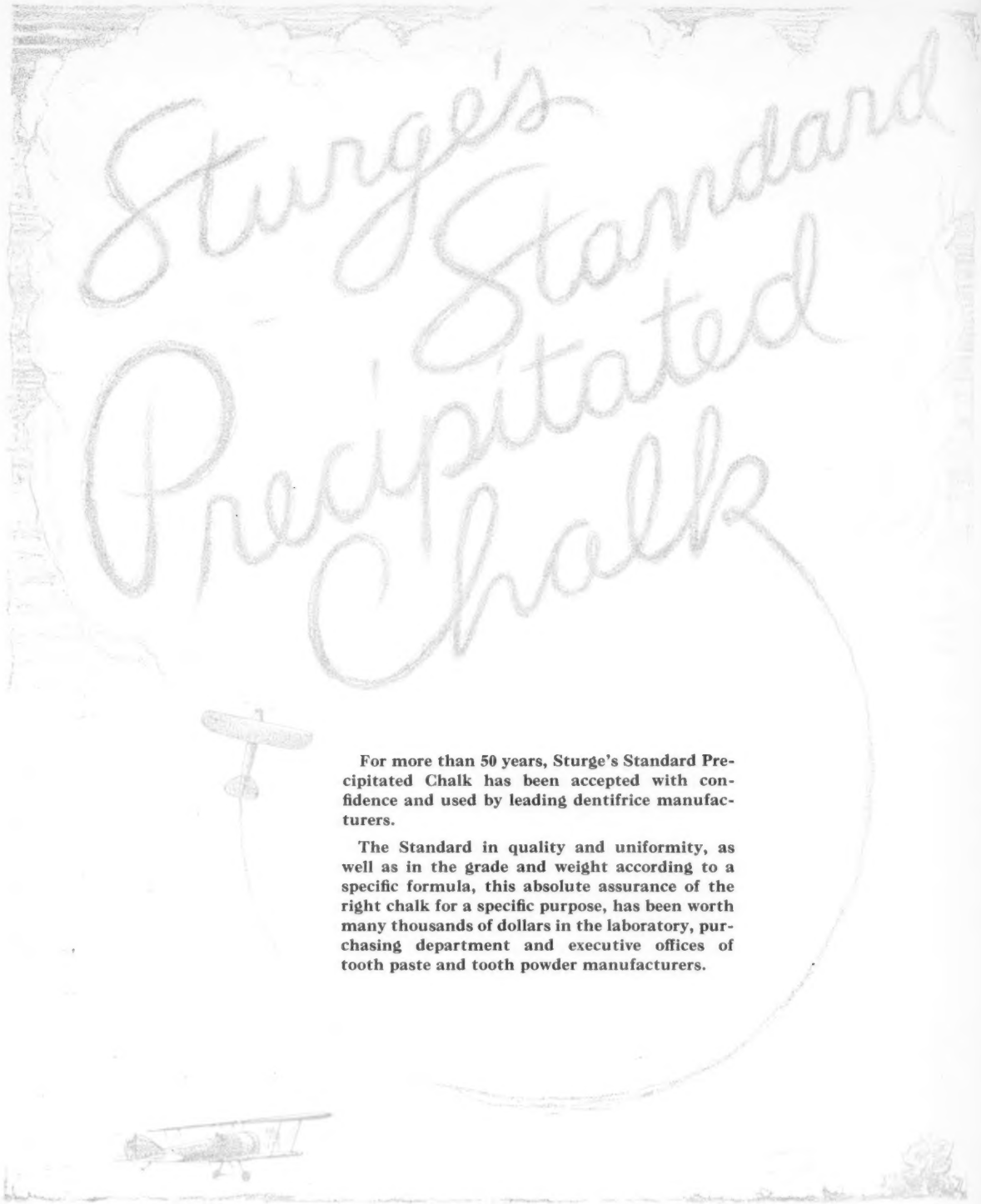
Aromatic Essentials

Flavor Materials, Aromatic Chemicals
Essential Oils, Perfume Specialties

315 FOURTH AVENUE, NEW YORK

180 North Wacker Drive, Chicago 438 W. 48th St., Los Angeles 42 Wellington Street, E., Toronto

Factory, Elizabeth, N. J.



For more than 50 years, Sturge's Standard Precipitated Chalk has been accepted with confidence and used by leading dentifrice manufacturers.

The Standard in quality and uniformity, as well as in the grade and weight according to a specific formula, this absolute assurance of the right chalk for a specific purpose, has been worth many thousands of dollars in the laboratory, purchasing department and executive offices of tooth paste and tooth powder manufacturers.

JOHN & E. STURGE, Ltd.

BIRMINGHAM, ENGLAND

Distributors:

H. J. BAKER & BRO.

271 Madison Ave. **New York, N. Y.**

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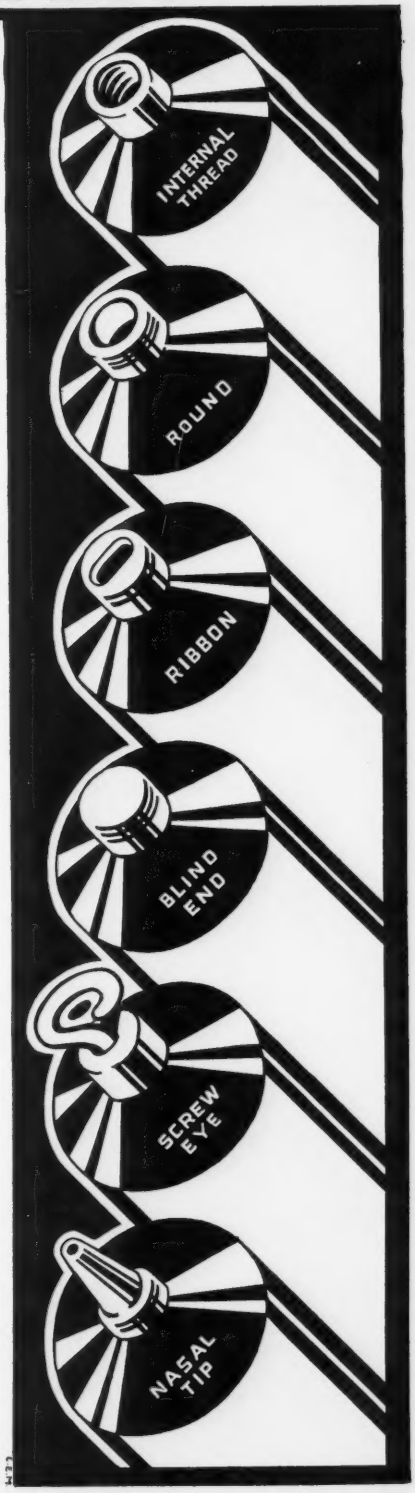

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See a Sheffield Salesman

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3132 SOUTH CANAL ST. CHICAGO, ILL.

500 FIFTH AVE., NEW YORK

3 LETTERS A CIRCLE AND A TRIANGLE

INANIMATE characters by themselves . . . together (M&R MAGNUS) the SYMBOL of a progressive organization alert to the Essential Oil requirements of your industry; (M&R MAGNUS) a SEAL that brands more than 2,000 products with an identifying mark of quality and dependability • Like U. S. P.,–MM&R, the CIRCLE and the TRIANGLE have been accepted as a standard...the mark of excellence in Essential Oils, Aromatic Chemicals, Basic Perfumes and Flavor Materials • Why not standardize on the MM&R brand; – it costs no more, usually less.

41 YEARS of SERVICE to your INDUSTRY

AN OLD FAVORITE WITH NEW POSSIBILITIES
For 40 years, the drug industry has been one of the largest and most consistent users of Mohawk Oil Peppermint. Its full bodied flavor never varies, its greater concentration makes it more economical. Enterprising manufacturers, with the aid of our chemists, are continuously finding new and varied usages for this superior flavor.
MOHAWK OIL PEPPERMINT
Triple-distilled, redistilled U. S. P. and single-distilled qualities.
ANNUAL DRUG DINNER
MARCH 19TH 6:30 P. M.
WALDORF ASTORIA
Under the auspices of the Drug, Chemical & Allied Trades Section of the N. Y. Board of Trade, Inc. (61 Park Row, N. Y. C.) Reservations $7.50 per cover.

MAGNUS, MABEE & REYNARD, INC.

QUALITY ESSENTIAL OILS, BALSAMS, AROMATIC CHEMICALS, BASIC PERFUMES, FLAVORING MATERIALS . . . SINCE 1895

32 CLIFF STREET (M&R MAGNUS) NEW YORK, N. Y

OFFICES IN (M&R MAGNUS) PRINCIPAL CITIES

CLOSURES.....

Closing a bottle *just right,* is the crowning art of modern packaging. Sure selling depends upon *secure* sealing.

Your closure—

Must be *safe.* It must *make sense* with the product it tops. It must be *smart*—in an increasingly large number of products. It must *serve* the consumer's every possible convenience.

Mundet Closures *assure* all these factors of rightness—and more. You are sure of that dependability in production and use, in every detail, which only an international organization, specializing in Closure design and production for more than 70 years, can guarantee. • Mundet's experienced laboratories are always at your service for a study of the individual requirements of your product—chemical, artistic, economic. Suggestions and costs will be gladly offered without obligation.

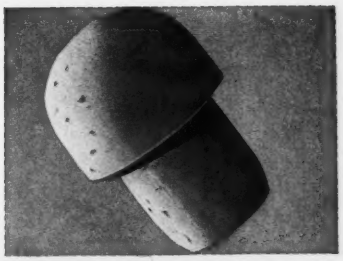
"SOLUTIONS TO CLOSURE PROBLEMS"

Illustrated here are a few of the many styles of closures manufactured by Mundet. For more complete information concerning Mundet closures and closure service, write for a copy of "Solutions to Closure Problems," a 16-page booklet showing types of closures and liners for a wide variety of products. It's free.

MUNDET CORK CORP.

65 S. ELEVENTH STREET, BROOKLYN, N. Y.

Mundet Branches are Conveniently Located in: Atlanta, Cambridge, Mass., Cleveland, Chicago, Cincinnati, Denver (care of Stone Hall Co.), Detroit, Houston, Los Angeles, Memphis, New Orleans, Philadelphia, St. Louis, San Francisco.

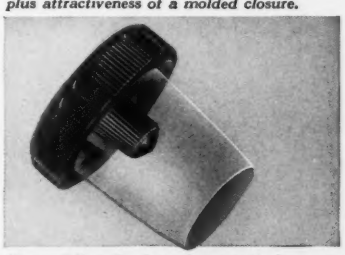


Mushroom Corks—for various drug and miscellaneous products.

Molded Screw Caps—deep molding and precise construction make these closures good looking . . . smooth-working.

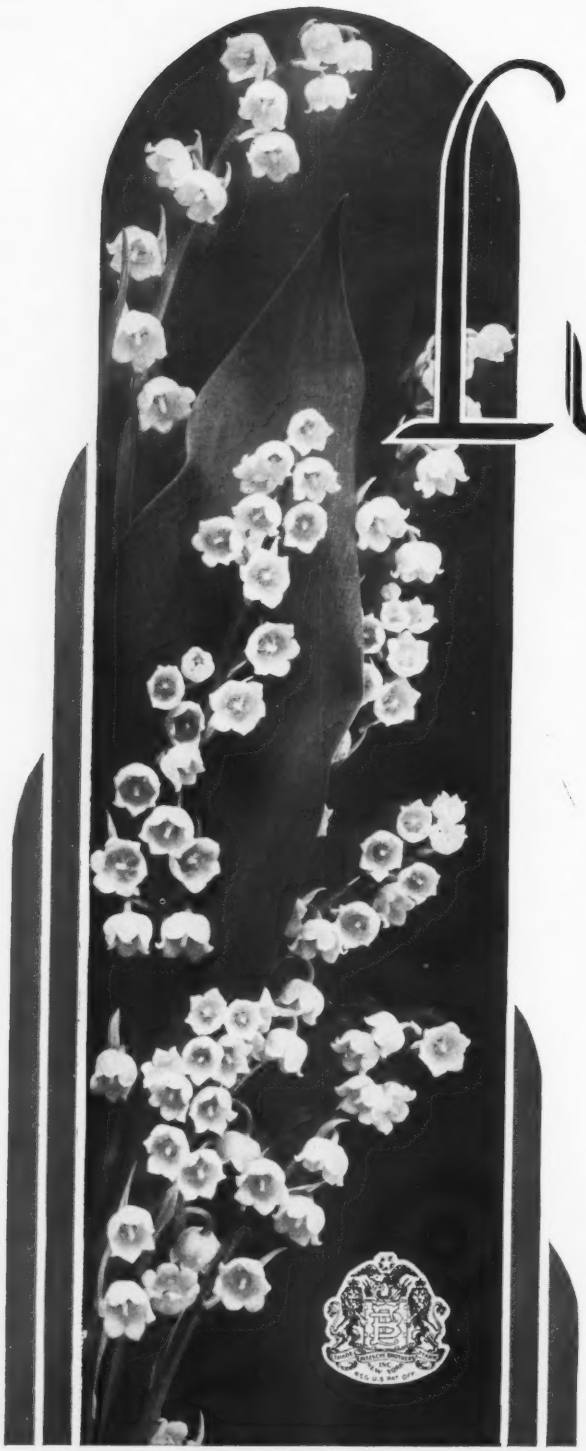
Shaker Tops—for preparations requiring controlled application.

Solid Molded Flange Closures—a cork seal plus attractiveness of a molded closure.



Above "X-ray" view shows exclusive construction principle which prevents molded flange from breaking off. A perfect resealer.

Metal Covered Wood Flange—a cork closure with metal top. Can be handsomely lithographed or embossed.



PRESENTING Lylium

A True Lily of the Valley

New and provocative! A floral base destined to inspire the creation of many captivating perfumes.

Basically, **LYLIUM** is an exact reproduction of lily of the valley. Its composition is such, however, that it blends perfectly with other bases to produce those intriguing but indefinite floral notes so characteristic of the modern-day perfumes.

For its exquisite fragrance, its adaptability and its low cost, perfume and cosmetic specialists will welcome **LYLIUM!**

Samples of the following three, select grades await those interested:

LYLIUM "A"

Recommended for perfume extracts. This is a delightful conception of a Muguet Base.

LYLIUM "B"

A universal lily base for perfume extracts, toilet waters, creams, powders and lotions.

LYLIUM "C"

Lower priced to meet the demands of general cosmetic work such as creams, powders, lotions and inexpensive extracts and toilet waters.

Address Dept. D-363

Fragrance Creates Sales Appeal

FRITZSCHE Brothers, inc.

816 WEST 8TH STREET LOS ANGELES, CAL

Proprietors of PARFUMERIES de SEILLANS Seillans, France

FRITZSCHE BROTHERS, of Canada, Ltd., 77-79 Jarvis St., Toronto, Canada

PORT AUTHORITY COMMERCE BLDG.
76 NINTH AVENUE, NEW YORK, N. Y.
118 WEST OHIO ST CHICAGO, ILL.

CONFIDENCE

Her continued confidence in your products depends on your ability to keep their high quality unfailingly uniform. Your own buying habits can insure that vital uniformity.

Standard Oil (Indiana) White Oils were the first to be refined from American Crude. Their uniformity and stability have become traditional. Quick availability is made possible through wide distribution facilities. A complete selection assures economy and convenience. Please call your local Standard Oil office for information.

Copr. 1936, Standard Oil Co.

WHITE OILS . . . **STANDARD OIL COMPANY (INDIANA)** 910 SOUTH MICHIGAN AVENUE, CHICAGO, ILLINOIS . . . WHITE OILS

Ready-to-use "AURA" Odors
AURA-ROSE
AURA-JASMIN
AURA-GARDENIA
AURA-FOUGERE
AURA-LILAC
Completely finished products, containing all necessary fixation. They have a universal use. Can be used for lotions, toilet waters, perfumes, creams, powders, bath salts, soaps and better grades of hair pomades.
Use them as a base for your particular creations
Send for trial ounce $.70 per oz.
Only $7 per Lb.

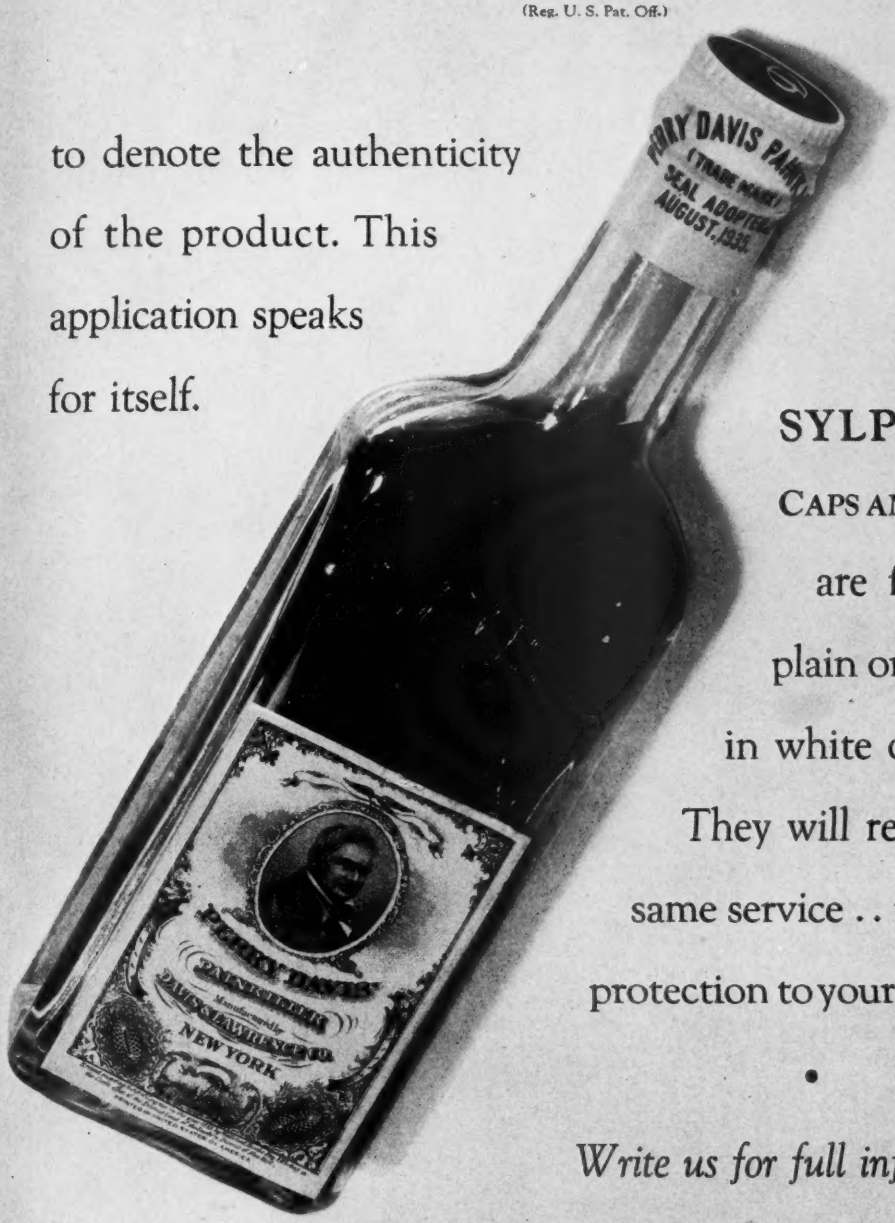
AROMATIC PRODUCTS, INC.

15 E. 30TH ST. NEW YORK CITY -- *FACTORY* - STAMFORD, CONN.

This Internationally Known Product is Sealed with SYLPHSEAL

(Reg. U. S. Pat. Off.)

to denote the authenticity of the product. This application speaks for itself.



SYLPHSEAL

CAPS AND BANDS

are furnished plain or printed, in white or colors. They will render the same service .. the same protection to your product.

•

Write us for full information

SYLVANIA INDUSTRIAL CORPORATION

SYLPHSEAL DIVISION

122 EAST 42nd STREET **NEW YORK CITY**

All right, Mr. Manufacturer.

You want dealer cooperation. You want dealers to show your product in their windows . . . on their counters . . . in their show cases. You want it out where consumers can see it, ask about it, *reach for it.*

You know how most display space in retail stores is secured — through free merchandise deals, special inducements that cost money. But there's no inducement like consumer demand. That costs nothing. Other inducements become unnecessary when dealers find that your product invites inspection, arouses interest, prompts a consumer to buy *on sight.*

Package by Ritchie

"Dealer Approved Consumer Accepted"

You can obtain this priceless display value for your product with a well styled package. Ritchie-designed packages make your product stand out, reflect the quality of your merchandise, offset price competition, provide a forceful climax to your advertising and merchandising efforts at the point of sale. A sales-impelling influence on the customer — in the store — makes a package by Ritchie a real merchandising medium.

WRITE FOR FREE BOOKLET

Now in preparation, a valuable, informative brochure on new developments and trends in packaging. Describes the Ritchie organization in detail, how it operates and how it can help you. Write now and reserve your copy.

W. C. RITCHIE AND COMPANY ★ 8847 BALTIMORE AVE ★ CHICAGO

NEW YORK PHILADELPHIA DETROIT MINNEAPOLIS ST. PAUL LOS ANGELES ST. LOUIS FT. WAYNE

QUALITY from BEGINNING to END

The enduring quality of New Perfection Dropping Parts brings lasting satisfaction

A size or style to meet every requirement

Single Shell metal cap; clutch *rubber part*; tooled blunt glass.

Regular depth bakelite cap; synthetic rubber part; semi-blunt glass.

Double shell metal cap; special thin flange rubber part; special bent glass.

Non-rolling, extra depth, bakelite cap; oil-resistant rubber parts; Saftee ball glass.

Fancy Durez cap; midget rubber part; regular straight glass.

NEW PERFECTION DROPPING PARTS

supplied with or without

Amber, Royal Blue, Flint or Emerald Green Bottles

New Perfection Applicator Parts can also be furnished with or without Amber, Blue, Flint or Green Bottles.

Samples gladly submitted on request

Patented in United States, Canada Great Britain and other Countries

PENNSYLVANIA GLASS PRODUCTS CO.

"GLASS GOODS OF THE BETTER KIND"

410-412 NORTH CRAIG STREET . . . . PITTSBURGH, PA.

The Packaging

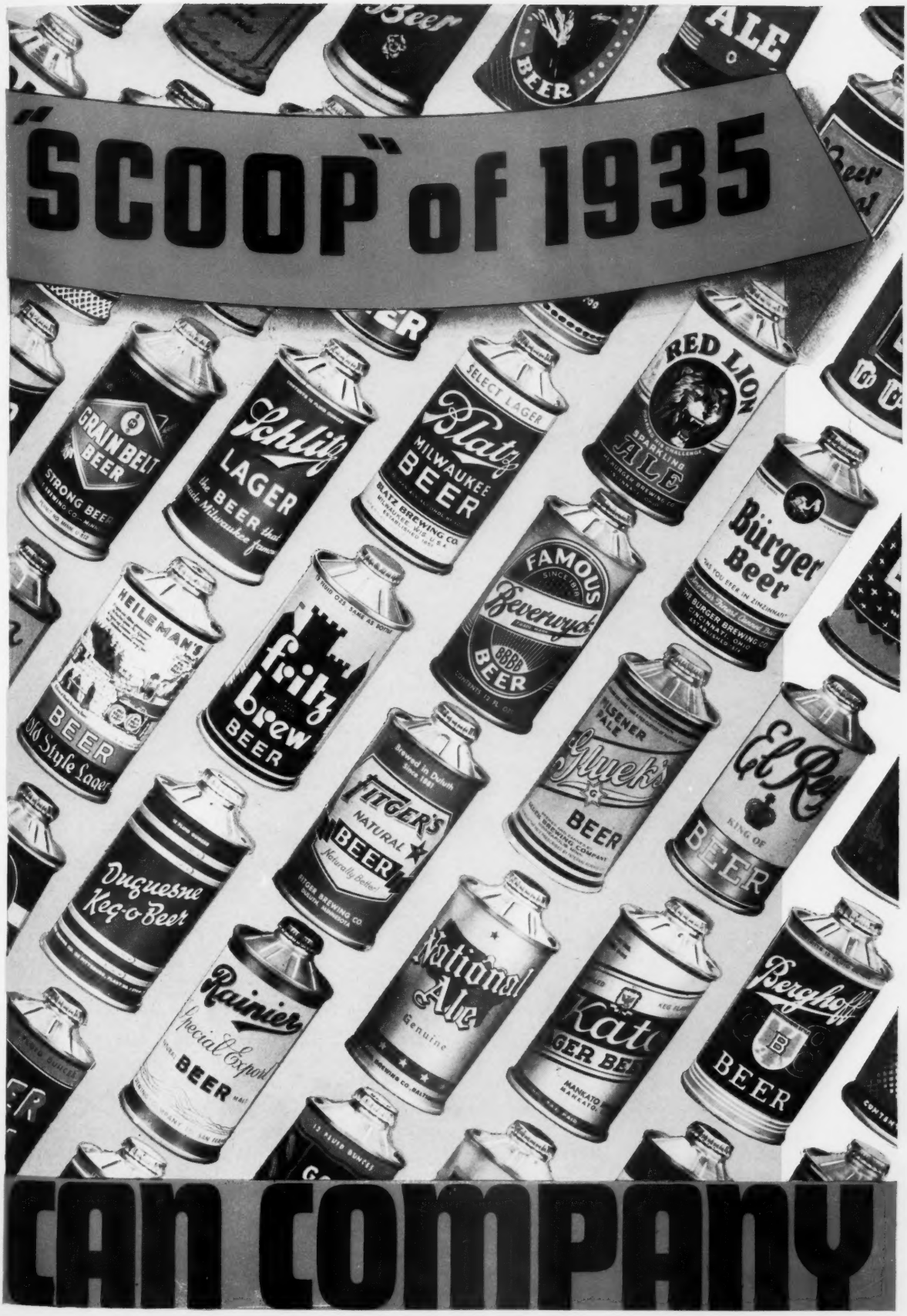
CONTINENTAL'S CAP SEALED BEER CAN

- ADDED CONVENIENCE
- BETTER FLAVOR
- IMPROVED APPEARANCE
- REDUCED SHIPPING COST
- INCREASED SALES

WHAT MORE COULD A NEW CONTAINER DO?

To meet the need of an industry, Continental's scientists, engineers and designers drew upon their broad packaging experience to develop this revolutionary new container for beer. The Continental Cap Sealed can, presenting many new advantages without sacrificing the best features of the bottle, indicates the vast facilities which enable Continental to serve anyone who is confronted by a packaging problem.

CONTINENTAL


"SCOOP" of 1935
GRAIN BELT BEER
STRONG BEER
Schlitz LAGER BEER
SELECT LAGER
Blatz MILWAUKEE BEER
RED LION SPARKLING ALE
Burger Beer
FAMOUS Beverwyck BBBB BEER
HEILEMAN'S BEER Old Style Lager
fritz brew BEER
Duquesne Keg-o-Beer
FITGER'S NATURAL BEER
Gluek's BEER
El Rey KING OF BEER
Rainier Special Export BEER
National Ale Genuine
Bergholf B BEER
CAN COMPANY

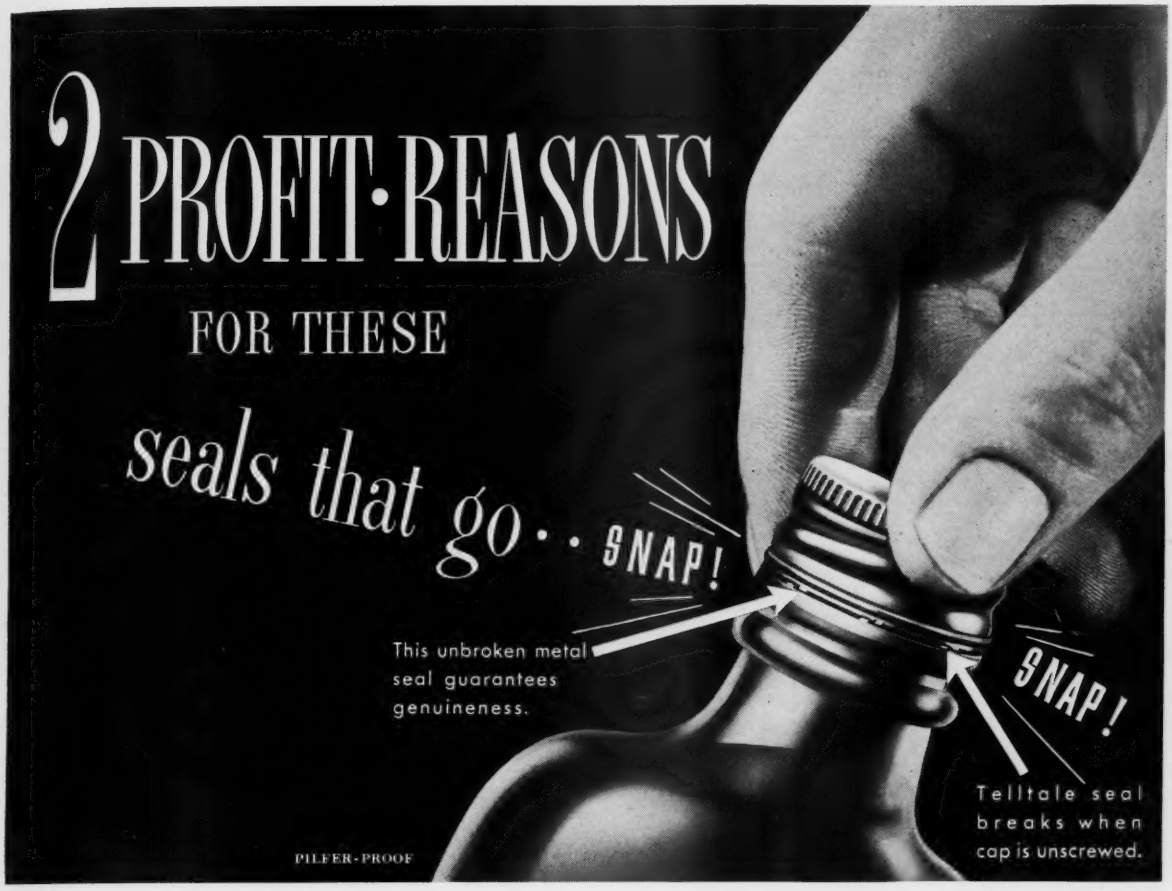
Blue will make your Product Stand Out!

Maryland Blue Bottles are no "shrinking violets." They refuse to blend tamely with their surroundings. Color makes them STAND OUT. And their rich, distinctive appearance suggest QUALITY. If you're in the market for a new and improved package for your product, it will pay you to get full information about the sales advantages of Maryland Blue.

Write for samples. Please tell us the nature of your product and the sizes in which it is packed. Maryland Glass Corporation, Baltimore, Maryland. New York Representative: 270 Broadway, New York City. Pacific Coast Representative: [illegible] Pacific [illegible]ast Company, San Francisco.

MARYLAND GREEN TINT AND FLINT [illegible]TLES ARE [illegible] THE [illegible] QUALITY AS MARYLAND BLUE

MARYLAND Blue BOTTLES



● If your product is popular, commanding a wide market, clever, dishonest men will want to counterfeit it. But they give up in disgust when they see an Alseco Anti-Counterfeit Seal. They might as well try to counterfeit the package an egg comes in! That's profit reason number one. And you will find that customers value your product more highly, and have greater confidence in it, when they see this perfect protection you provide to insure genuine quality.

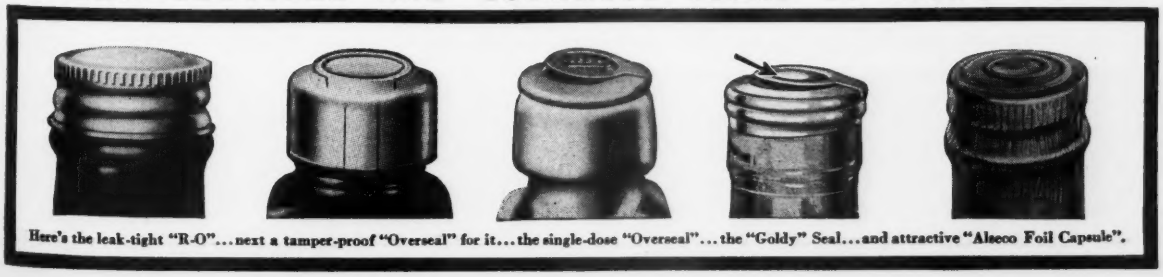
Reason number two: This seal gives definite, complete assurance against breathing and leaking that impair quality and reduce salability. Like the famous Alseco R-O, this Anti-Counterfeit seal is Rolled-On, "tailored" to the threads on the glass finish. The glass is seated in the sealing medium without turning. There's no chance for a scored liner! Yet this seal cannot wedge or bind, will always be easy to unscrew.

Write for full information, on Alseco Anti-Counterfeit Seals. Address ALUMINUM SEAL COMPANY, Dept. CI-3, New Kensington, Pennsylvania.

TRADE MARK ALSECO REG. U. S. PAT. OFF.

Alseco SEALS AND SEALING MACHINES

PHARMACEUTICAL AND COSMETIC SEALS OF MANY TYPES



Here's the leak-tight "R-O"... next a tamper-proof "Overseal" for it... the single-dose "Overseal"... the "Goldy" Seal... and attractive "Alseco Foil Capsule".

IT'S A SUN TUBE

"YOU'LL LIKE THE TUBE BETTER, I'M SURE"

Yes, ma'am. I can give you a 10c jar. But here's something I expect you'd rather have... the big, new 4-ounce Valvoline tube. There's no waste—no chance for breakage. It's far more sanitary. In actual use it costs you less because it can't deteriorate or be contaminated in the tube. The price is only 25 cents.

★ The leaflet reproduced above is being distributed by our client, the Valvoline Oil Company. We think it speaks for itself. Valvoline is but one of many corporations which have discovered that Sun Tubes are the perfect package. For utility, protection of product, durability and sales-building story, there isn't a better container anywhere.

★ Sun Tube wins! In the 1935 All-America Package Competition sponsored by Modern Packaging, Sun Tube's package for Valvoline was awarded Third Prize.

SUN TUBE CORPORATION • HILLSIDE, N. J.

CHICAGO, ILL.	DETROIT, MICH.	CINCINNATI, OHIO	ST. PAUL, MINN.	LOS ANGELES, CALIF.
Harry Holland & Son, Inc.	Harry Holland & Son, Inc.	R. B. Busch	Alexander Seymour	Package Associates
400 W. Madison St.	1941 W. Fort St.	100 So. Ohio Bank Bldg.	1745 University Ave.	900 East 31st St.

MADE FROM METAL

Diversity

Many a cosmetic and pharmaceutical manufacturer, through contact with Waterbury's Scovill Manufacturing Company, knows *in general* this famed company's scope in the manufacture of widely diversified metal products. But few indeed know the full width of Scovill's facilities, the great extent to which it is equipped to supply the many metal parts and products required by cosmetic, pharmaceutical and medical organizations.

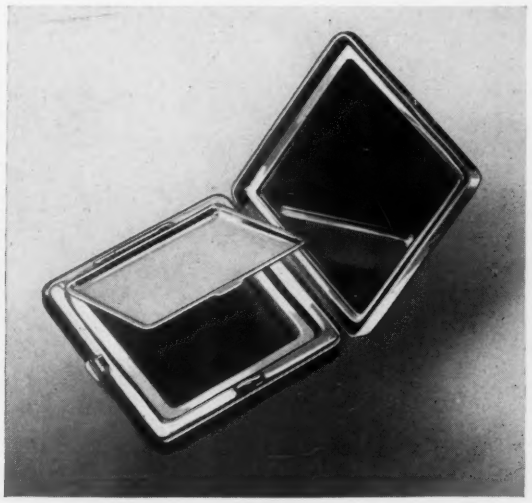
Illustrating Scovill's wide field is an ethyl-chloride container (see cut below) known only professionally where it aids in administering anesthesia in minor operations. It is entirely Scovill-made. The body is a single drawn brass shell; the base a second brass shell soldered into place. Three screw-machine products (a valve screw with knurled grip, a packing nut, and the head) complete the assembly. Scovill furnished the complete unit plated and polished.

The wide range of metal-working equipment, the personnel, and the experience which fit Scovill for such specialized container manufacture may be equally adaptable to your particular problems. Scovill's capabilities make for efficient, economical results wherever quantity production is a factor.

Single loose-powder vanity

Illustrated (col. 2) is a thin, square, single loose-powder vanity with a snap-down cover for the powder compartment. Made to the same high standards that distinguish Scovill made-to-order cases, it is produced on standard tools, which factor makes possible its production in moderate quantities. This vanity can be provided with special finishes and decorative effects according to individual needs.

If you use vanity cases, lipsticks, eyebrow-pencil containers, perfume-bottle caps or closures in quantities, the chances are that Scovill's manufacturing services can be of value to you. We solicit discussion of your present or future problems along these lines.



To those interested in Canadian and foreign markets

Scovill offers the facilities of its well-established Canadian plant in Toronto, Ontario, to those concerns interested in distributing to Canadian and foreign markets.

This Toronto plant, duplicating many of Scovill's United States facilities, makes possible volume manufacture of metal parts and products in Canada; or by partial manufacture in the United States and final fabrication, finishing and assembly in Toronto, complete service on a wide range of parts and products can be provided.

A letter to Scovill at either Waterbury or Toronto will bring you further information.

SCOVILL MANUFACTURING COMPANY

69 MILL STREET, WATERBURY, CONNECTICUT

Boston, Providence, New York, Philadelphia, Atlanta, Syracuse, Pittsburgh, Detroit, Chicago, Cincinnati, San Francisco, Los Angeles • IN CANADA: 334 King Street, East, Toronto, Ontario

THE MALLINCKRODT •MAIL BAG•

The chemicals that we ordered by telephone at 3:30 yesterday afternoon just arrived at the writer's desk. We want to compliment you on the excellent service you have given us, and want you to know that we appreciate your cooperation.

M. C. W.

Can you give us a source of supply for Ammonium Sesquicarbonate?

Ammonium Sesquicarbonate is merely another name for regular Ammonium Carbonate. We are prepared to supply lumps, powder and cubes, and shall be glad to have your inquiries.

M. C. W.

We are now manufacturing Hydrogen Peroxide 17 Volume, and are prepared to supply carboy lots at attractive prices. Are you interested?

M. C. W.

I am using fair quantities of Silver Nitrate, and am interested in following the market. Have you any suggestions to offer?

If you are interested in following general changes only, we suggest that you watch the prices of silver metal published in your daily paper, or reported to your local bank. Silver Nitrate fluctuates directly with the market for silver bullion. However, if you want to follow prices more accurately, we shall be only too glad to keep you informed of all changes as they occur.

M. C. W.

Convenient lock-top screw cap cans are now replacing the sturdy but hard to open slip cover cans in our subdivision packages. Plastic caps will be used on all bottles and jars, with the consequent ease of opening and closing.

COSMETICS

DOES THIS ALONE MAKE QUALITY?

"Heat to 80°C. Mix for two hours. Grind until . . . Add sufficient . . ."

No matter how perfect the technic—the finished product in the making of cosmetics can only be as high in quality as the basic ingredients.

Mallinckrodt chemicals have long been identified with the manufacture of fine quality cosmetics. Leading producers depend upon Mallinckrodt high standards to uphold and enhance their own enviable reputations.

Behind the Mallinckrodt seal of quality is almost three quarters of a century of experience and laboratory research. Thus, chemicals of exceptional purity and fineness are made available to the cosmetic industry by Mallinckrodt . . . for face powders, creams, deodorants, etc.

And—you pay no more for such high quality basic materials than you would for less dependable brands.

MALLINCKRODT COSMETIC CORNER STONES FOR QUALITY BUILT PRODUCTS

Mallinckrodt
CHEMICAL WORKS
ST. LOUIS NEW YORK
CHICAGO MONTREAL
PHILADELPHIA TORONTO

Chemicals For Every Cosmetic Need

Try these Mallinckrodt chemicals in *your* cosmetics

Acid Salicylic	Hydrogen Peroxide
Acid Tannic	Magnesium Stearate
Aluminum Chloride	Potassium Hydroxide
Ammonium Carbonate	Resorcinol
Barium Sulphide	Silver Nitrate
Bismuth Subnitrate	Sodium Benzoate
Borax	Zinc Stearate

Time to Fight

WONDERMENT is widespread within the industry regarding the attacks emanating from the Food and Drug Administration. Manufacturers who have been trying to cooperate with the Administration in an attempt to have enacted a satisfactory bill that would truly improve conditions can not understand what has brought about the vicious attacks from the Administration. The numerous releases to the press on various phases of food and drug control were bad enough, but the "American Chamber of Horrors," written by Ruth Lamb, Chief Educational Officer of the Administration, indicates without question where the Administration stands. We know that the book is not an official release from the Department of Agriculture, but we well know that the job could not be done outside the Department, and could not be done within the Department without approval of Miss Lamb's superiors.

ALL of which clearly indicates that the Administration does not give a damn for the industry or its cooperation. The wise boys in Washington evidently feel that they have the industry committed to a bill much more drastic than the present one, and now they evidently believe that they can whip up public sentiment to the point at which a still more drastic act will be demanded.

MUCH different than the attitude of the large majority of the industry, or of the Department during the hearings on the Copeland Bill, is the attitude of the Department today in approaching the problem. During the hearings it appeared that the Department was truly interested in arriving at a draft of the bill under which the industry and Department could work to improve conditions. Now it appears as though the Department is going to smear the industry from one end of the country to the other if it can not have its way. And during this smearing process it is going to attack every company, good or bad, upon which it can turn up something that be written in a way as to make a bad impression upon the public.

ALL of which means that it is time for the industry to discontinue its meek attitude of the past year and strike back at the Department. If the Department believes that it can increase its own importance and its own payroll by such unjust and scurrilous attacks, it is time for the industry again to point out to the public just where the Department's ideas of a bill would lead them.

NEW AND NON-OFFICIAL

Nobody Knows

The situation concerning the Copeland Bill at the present time is most peculiar, in fact there is a certain element of mystery about it. The industries affected are quite truthful in saying that they know nothing regarding the bill or its chances of passage. But the heads of the Food and Drug Administration also profess ignorance. Still further, Representative Chapman who is Chairman of the House Committee considering the bill is equally noncommittal.

In the meantime the Food and Drug Administration is not overlooking any opportunities to make the industries affected by the bill appear as black as possible before the general public. The latest work emanating from the administration is the book just released by Farrar & Rinehart called "American Chamber of Horrors." While the administration claims to be in no way responsible for the book, the authoress is none other than Ruth deForest Lamb, described on the jacket of the book Chief Educational Officer of the Food and Drug Administration. Certainly no one who did not have access to the department's record and a certain amount of help from the people in the department could have written the book. The jacket of the book further claims that no one else could have written the book; Miss Lamb has had a ringside seat; this sensational and shocking book has been in preparation for two years; it gives the story of the government's war to protect you.

The book is particularly nasty and replete with innuendos. When one thinks of the many unfair releases that the government has issued in an attempt to make even the proposed bill appear inadequate; the article by Will Maslow published in the Department of Labor's publication "The Consumer" following the same lines; the publication of the book "American Chamber of Horrors" by a member of the Food and Drug Administration; the return of the absolutely unreasonable Dr. Durrett as Chief of Drug Control; one wonders what is going to happen to the cooperation between the industries affected and the Food and Drug Administration truly to improve conditions which had reached a high point when the Copeland Bill passed the Senate. Evidently the Administration believes that it has the affected industries on the run and the government is going to crowd the industries. The government is quietly getting cooperation from all sorts of groups such as medical associations, women's clubs, and consumer organizations in an attempt to work the subject up to a fever heat. Then they feel they can at least get the present bill, but they will probably get some of their more stringent requirements in the act.

Chain Concessions

The agitation over concessions to chains and other large distributors which is responsible for the introduction of the Patman Bill is still at fever heat in some quarters. We doubt, however, that much can ever be done about stamping out these practices completely since, when indulged in moderately, these concessions often prove to represent good business tactics. Over indulgence in such tactics will defeat themselves. As a typical example of what we mean by over-indulgence we cite the following case of a cosmetic manufacturer who sold a department store $110 worth of merchandise for the Christmas season, and allowed the store $104 for advertising all of which was used by the store. But as if this was not bad enough, the fact of the matter is that after the deal was made, the buyer of the store changed his mind about pushing this particular merchandise and returned $87 worth of it to the manufacturer.

Still More Vitamins

Still advancing by leaps and bounds in the drug branch of the industry, vitamins are due for steadily increasing popularity among cosmetic manufacturers during the coming year. Some very convincing scientific research has just completed and we know of at least two leading cosmetic manufacturers who will soon have vitamin creams on the market. Further, we are informed that within a few months the first vitamin containing soap will make its advertising bow.

"Wait, we have to put in a new vitamin just discovered."

The Latest Trend

The move of James Butler Grocery Company—one of the very oldest of the chain grocers operating 483 stores in Metropolitan New York—to sell its stores to its managers at $2,000 each and then enter the wholesale grocery business with 1,500 additional independent grocers to form a voluntary chain, is full of significance to the drug trade. If this be the coming trend in distribution, this industry can look for similar action on the part of chain drug stores. Therefore, the process of taxing the chain stores to death certainly will not aid the existing service wholesalers and will not help the inefficient independent retailer. It will, however, mean that there will be a larger number of independent retailers in business than is now the case.

The drug trade already has several types of wholesale organizations which, in effect, follow this plan. The mutual wholesalers, the chain store agencies such as the Whelan and Walgreen agencies, and the United Wholesale Druggists are quite akin to the plan to be undertaken by the Butler company. It is not unlikely that the Whelan and Walgreen organizations sensed such a development, and they might have established their agencies so as to have a voluntary chain already organized in the event that chain organizations were forced to operate this way.

There is always the possibility of the advantage of the chain store method of operations becoming minimized through taxation or other legal steps by means of which natural economic developments are circumvented. Large chain store groups are doubtless prepared for such a contingency having a fairly clear picture of what they will do when this time arrives.

The fact of the situation is, however, that the thwarting of the chain store method of operation will not aid the independent retailers who are continually up against it. For when the chains become super-wholesalers, they naturally will be able to work with the more aggressive retailers who will use the merchandising service of these wholesalers to the full extent. The net result will probably be that the chains will be changed into wholesalers who will—through mortgages—have sufficient control over the stores which they serve so that they can dictate all the operations of the store even to change of location and to the amount of rent to be paid. Under such circumstances the same brilliant minds which direct the large chains today, will be directing the stores which the new wholesaler will service.

Our Family Album

Sometimes we begin to believe that advertising today is much more daring than in past generations. But the above advertising of the nineteenth century disproves this point for here are shown two youngsters apparently discussing laxatives to give to the dolly.

Will They Take It?

The ballyhoo used by some of the large cigarette manufacturers to advertise their products recently reached new heights. Not only have Camels been advertised under the headline: "Smoking Camel Cigarettes Aids in Assuring Natural Digestive Action," but Lucky Strikes are now advertised as "less acid" than other cigarettes.

Perhaps all these things are true just as there was a scientific fact back of the recent Camel "Light A Camel and Get A Lift" campaign, which was based on the fact that smoking raises the blood pressure. But it strikes us that by such advertising the cigarettes come quite close to the field regulated under the Food and Drugs Act. And if the new Food, Drugs, and Cosmetic Act becomes law, we would be rather disappointed if this type of merchandising did not bring these cigarette manufacturers within the purview of the law. Certainly if cosmetics which make remedial claims are now within the purview of the present Food and Drugs Act, cigarettes using therapeutic type copy would come within the scope of the new law.

We wonder if the cigarette manufacturers will be willing to follow through with this type of copy in the event of a new law. Perhaps they will because of the fact that there will be no seizures of goods for advertising violations of the law. They probably will continue to restrict these claims to the advertising of the cigarettes for the reason that if they were extended to the packages multiple seizures might make it necessary to "Walk a Mile" for Camels and many other cigarettes.

More Factors?

With the failure of the State Fair Trade Acts as a means of controlling prices at retail, greater attention is being given to the consignment or factor method of doing business. This is the method by which all goods in distributors' hands are the property of the manufacturers. This means that the manufacturer can dictate to whom these goods shall and shall not be sold. The manufacturer must rely on the distributor to police the territory in which he distributes.

Free Goods

Despite all the evidence which proves that free deals and combination offers either tend to upset price maintenance efforts, or else keep the price of the merchandise so high as to give undue advantage to private brand merchandise, these trade practices are being used to a greater extent today than ever before. And the manufacturers alone are responsible for the continuance of these so-called smart merchandising tricks, since, if manufacturers made up their minds to stop them, nothing further could be done about it. Also it is well known that they are of doubtful value to the wholesaler and retailer, since the free deal merely means that the retail price per item is apt to be generally lower, and the combination offer merely kills a sale for another item in the retail store.

An interesting sidelight on the situation is that a large number of the most successful firms in the drug and cosmetic industry have yet to make a combination offer of their own products to the consumer. Think of what a natural combination offer Bristol-Myers has in Ingram's Shaving Cream and a Rubberset Shaving Brush. But no one ever saw this company take any such foolish step.

All of which brings us to another practice which we consider worth far less than the cost, and that is distribution of packages at conventions, dinners, and so forth. We admit that we get a real kick out of coming home from a convention with a lot of products, but do we think that our getting the samples does the manufacturers any good? The benefit is infinitesimal. If manufacturers believe that this is a goodwill gesture toward their customers, well and good, but some of the samples strike us as pretty cheap for this purpose.

WIDENED POWERS FOR F.T.C.?

Retail druggists are all excited about proposals to revise the Clayton Act which they believe will put them on an equal footing with chain stores. This is to be doubted. Attempts to revise the Federal Trade Commission Act should prove of greater import to manufacturers.

The movement abroad in Washington to amend the Clayton Act and the Federal Trade Commission Act is becoming of increased importance because of the fact that the situation is crystallizing to a point at which the likelihood of such amendments being enacted is greatly increased. While there are some twenty-four bills on the subjects before both houses—some of those in the House merely being duplications of those in the Senate—there are two outstanding bills which are considered as the ones most likely to become law.

These two acts are the Robinson-Patman Bill, which would amend the Clayton Act to make the same prices and concessions available to all, and Wheeler-Rayburn Bill which would extend the power of the Federal Trade Commission to the protection of the public.

All of the acts introduced are aimed at carrying over many of the things made possible under the NRA. The bills represent another attempt to go further in the direction of President Theodore Roosevelt in his "Trust-busting" days, and of President Wilson. The aims of the measures are to further regulate business so that competition will be fairer than it has been, and so that business will be conducted more in the interest of the average citizen or consumer.

While both of these bills if enacted will cause manufacturers in this industry to change some of their methods of doing business, perhaps the Robinson-Patman Bill would have the greater immediate effect. This bill not only prohibits price discrimination and the payment of unearned brokerage or commissions, but it also very definitely prohibits the granting of advertising allowances or other special allowances unless these allowances are available to all purchasers on the same proportionate terms. In addition it empowers the Federal Trade Commission to establish quantity limits above which discounts could not be made.

This would not mean that manufacturers would have to give to different classes of trade the same concessions. For by no stretch of the imagination could a manufacturer be expected to make the same arrangements with wholesalers as he does with chains since the two types of distributors perform only part of the same service. Further than this the average independent retailer could not expect to obtain any extra discounts or advertising allowances or other concessions since his volume would not be large enough to warrant any such expenditure on the part of the manufacturer. Enactment of the bill would mean that all retailers would be placed upon the same basis according to their size. This would mean that one chain store doing a certain volume of business with a certain manufacturer would obtain the same discounts and allowances as any other chain store doing the same volume of business with this manufacturer. It would mean that all retailers would be on the same basis according to the volume of goods that they buy. It would likewise mean that all wholesalers would obtain the same terms as one another, depending also on the volume of goods which they buy.

Naturally the right given to the Federal Trade Commission under the bill to fix the upper quantity limit above which no additional discounts could be granted, is a deciding factor in determining how greatly the bill will attempt to equalize all distributors. For if this limit is set at a very low quantity figure, then the independent retailers might be fairly well equalized with the chains and department stores. However, some provision must be made to at least give the chains the wholesale discount when they perform the wholesale service. Some provisions also must be made to allow the manufacturers to give allowances for window displays in important retail locations. After all the manufacturers grant these window display allowances so to obtain window displays in important locations where the street traffic is dense. These displays are not bought 1or the reason of increasing the sale of their goods in the stores in which the window displays are located, but they buy them as they would buy any other form of advertising. Perhaps it would be necessary for the chains to set up separate corporations to handle the wholesale end of their business, or to sell their window display space to those manufacturers who wanted to buy it.

The question of demonstrators for cosmetics would come in for some consideration if this bill was passed. This is for the reason that large cosmetic manufacturers have been supplying demonstrators merely to the department stores with very few being supplied to the drug stores. Under such a bill, the drug stores would

EWING GALLOWAY

INDEPENDENTS THINK THEY CAN CHECK THE CHAINS

be entitled to the same consideration as the department stores if they buy the same volume of goods. Therefore, drug stores would be entitled to demonstrators whether or not the manufacturers wanted to extend his number of demonstrators.

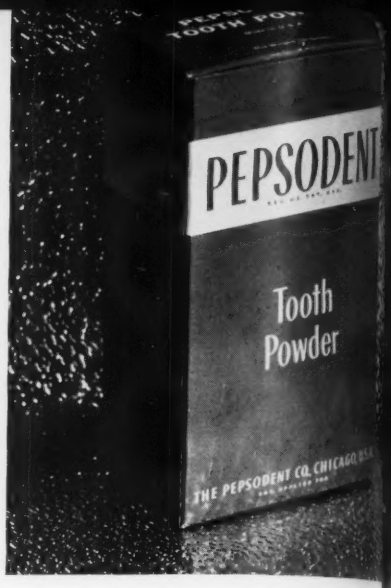
The net result of such a bill might be that manufacturers would be forced to curtail their concessions and allowances for the reason that if they granted them to one buyer they would have to grant them to all buyers of the same volume, and this might expand the cost to the breaking point. Further, manufacturers would not legally be able to grant one buyer more a greater than another buyer of the same volume and this would tend to stop all chiseling by buyers. Prices and concessions would be available to all for inspection just as they were under the NRA.

Wholesalers would receive the same consideration as their competitors. Therefore, service wholesalers would all receive as much discounts and allowances as one another, and they would also receive the same discounts and allowances as the mutual or any other type of wholesaler. The obvious result, however, would be that houses such as McKesson & Robbins, with enormous buying power would be able to receive special consideration if the manufacturer was willing and if the Federal Trade Commission did not place a limit upon the quantity for discount that might prevent such an advantage.

The Wheeler-Rayburn measure which would extend the protection of the Federal Trade Commission to the consumer is quite a different measure. But while its effect upon industry would not be so immediate, in time it would effect many changes in the way that business is conducted. While the measure grants sweeping power to the Federal Trade Commission with very little change in the Federal Trade Commission Act, the main point in the bill is the change which it proposes in Section 5 of the act. Section 5 of the present act prohibits "unfair methods of competition in commerce," and the new bill would in addition prohibit "unfair or deceptive acts in commerce." This very clearly means that unfair or deceptive acts would be taboo even though they did adversely affect a competitor.

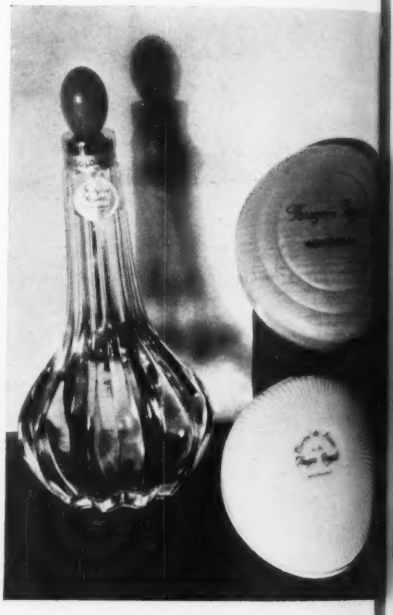
Therefore, all advertising would come under the scrutiny of the Federal Trade Commission if this bill is enacted. Not only would the advertising of drugs and cosmetics be scrutinized solely in the interest of the consumer, but also would advertising of automobiles, radios, and every other product sold in interstate commerce. Therefore, this bill is almost as important to manufacturers in this industry as the proposed Food, Drug and Cosmetic Act, since if the Wheeler-Rayburn passes and the Copeland Bill does not, advertising of the products of this industry will be regulated by a government agency anyway.

The bill makes other changes in the Federal Trade Commission Act designed to strengthen and quicken its enforcement. These changes are of minor importance when compared with the slight but most important change in Section 5.



BEST PACKAGES

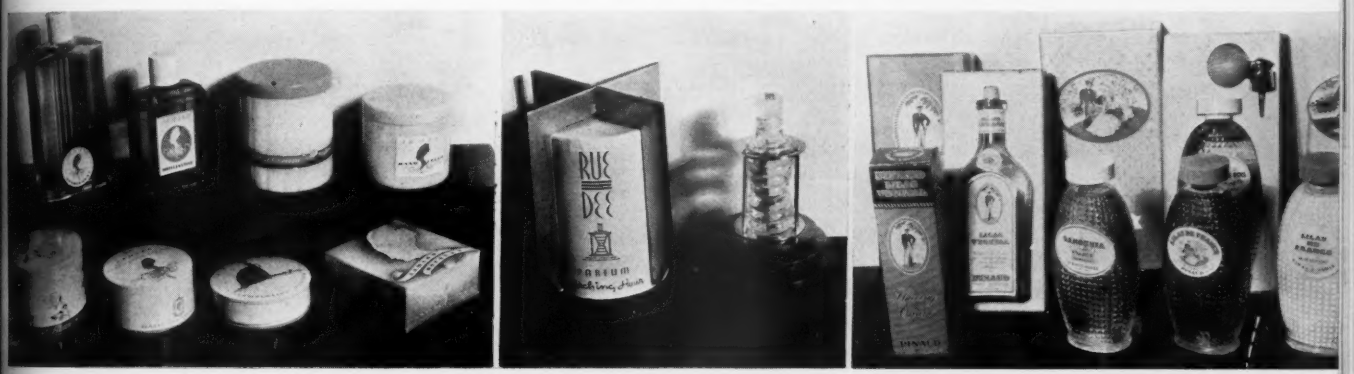
Once more in connection with the annual Packaging Show which was held in New York, March 3-6, the packages which had been placed on the market during 1935 and which had been entered in the contest for the Wolf Award were on display. Among them, naturally, were many of the packages of this industry and some of the best are shown on this and succeeding pages. Many of them are old friends which have appeared in these pages before and as a group, they represented by far the best packages in the show. The industry was better represented this



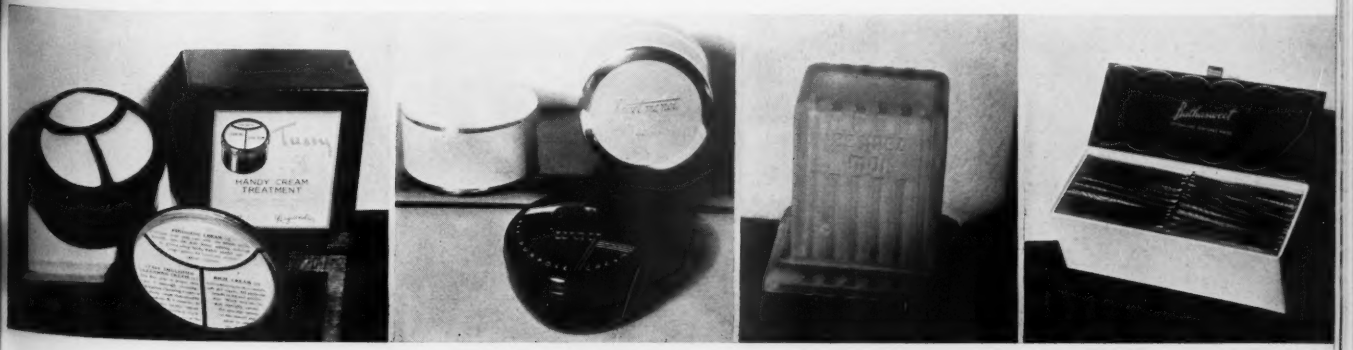
year than ever before both in number and in class of entrant, as well as in prize winners.

Among the prize winners from this field were the Pepsodent Tooth Powder carton entered by American Coating Mills, Inc.; the Harriet Hubbard Ayer tube for sun cream with its "No-Kap" closure, entered by National Collapsible Tube Co.; and the "Rel" shipping container, entered by the Maryland Pharmaceutical Co. The "Stop-Spot" package which we commented upon in January was also a prize winner, while the Merck Milk Sugar package designed by Joseph Sinel and Pennsylvania Drug's Joan Miller Pine Bath package, designed by Joe Griffiths, were awarded honorable mentions.

However, there were many other entrants from this industry, well-worthy of prizes, which did not fare so well at the hands of the judges. We have tried to show as many of these as space permits and we think it will be immediately apparent wherein their claim to fame lies.



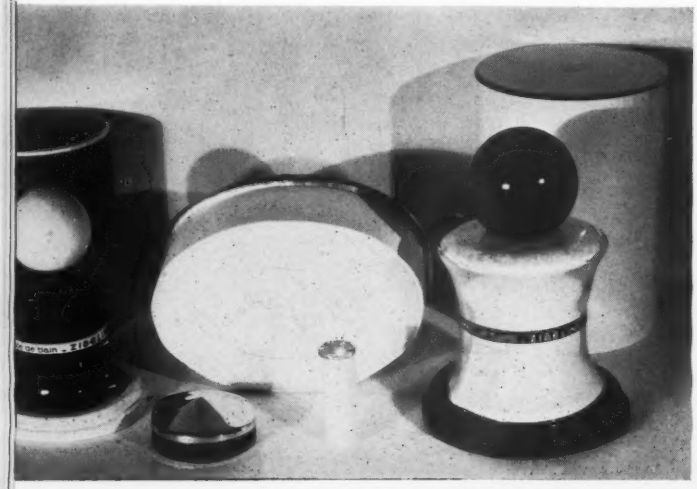
The Bromo-Seltzer re-package job which we showed in May, 1935 and the Merck Saccharine container, entered by General Plastics, both represent real advances, which the Houbigant packages are outstandingly lovely in any company.



Of the products in bottles, Colgate's Cashmere Bouquet lotion, Drene shampoo, Arly's eau de Cologne, PlatNum nail polish, Lactoral mouthwash, and Elizabeth Post lotion are all excellent; Pinaud, Elizabeth Post again, Mavis, Vanta and Cashmere bouquet were outstanding among the products in tin containers; while Thermolhale, Dr. Mile's Aspir-Mint, Calco's Urginin, Listerine Tooth Powder and Fort Orange and Chic nail preparations were leaders among the cartons.

Armand, Pinaud, Zibeline, Terminal Pompeian, Harriet Hubbard Ayer powder boxes, and Cashmere Bouquet are all beautiful examples of the family package technique and one or more of them certainly deserved an honorable mention, although nobody could find fault with the prize winner in this classification, the stunning photographic packages of Chevrolet parts, of all things!

Then there were, to hasten through just a few of the others, Abbott's mineral oil packages which we have raved about before and which are hereby presented with our personal award as the best pharmaceutical packages of the year; the Rue Dee "Witching Hour" package, which is a lovely thing; the Desirez Moi package which is smart and unusual; the Bathasweet package, which is smart and convenient, as is also the Tussy, three-part cream jar; and Den-way's powder and cream packages entered by General Plastics and United Drug's "Forget-Me-Not" metal powder boxes, both of which are outstanding examples of what has been done in these materials during the past year.



Distilled Water—The wide adoption by communities of chemical methods for the purification of drinking water, or the frequent presence of dissolved solids in natural water, renders much of the available water unfit for use in pharmaceutical or chemical operations. The Pharmacopœia has therefore directed the use of distilled water in all official formulas where water is required. This is in harmony with the policy of almost every other Pharmacopœia in the world.

STUPIDITY IN THE U.S.P.

While many changes in the new U.S.P. and N.F. are indicated before these books become official on June 1, the most important change being requested is modification of the distilled water requirement in U.S.P. XI which does not appear in N.F. VI. Upon sober reflection, the asininity of the requirement becomes at once apparent.

Although the U. S. P. XI and the N. F. VI have only been issued a little over three months, and while they do not become official standards until June 1, efforts to have them changed in many respects are going on with much intensity. Upwards of thirty-three changes in U. S. P. XI will be made in an official "Interim Revision Announcement" to be issued prior to June 1 of this year, while there are at the very least twenty-two obvious errors in N. F. VI. Many errors in addition to these have been pointed out by interested scientific men, and the number of errors to be corrected in each book might easily be double the number indicated at the present time.

The main controversy raging between the U. S. P. XI Revision Committee and scientific men engaged in the manufacture of drugs and pharmaceuticals, is the provision regarding distilled water. U. S. P. XI specifies that nothing but distilled water can be used in making any of the items contained in the U. S. P. Potable Water, which was given under a separate monograph in U. S. P. X, is not at all mentioned in U. S. P. XI, and its use is not permitted. This is explained in the preface of U. S. P. XI as follows:

"The wide adoption by communities of chemical methods for the purification of drinking water, or the frequent presence of dissolved solids in natural water, renders much of the available water unfit for use in pharmaceutical or chemical operations. The Pharmacopoeia has therefore directed the use of distilled water in all official formulas where water is required. This is in harmony with the policy of almost every other Pharmacopoeia in tue world."

Not content with attempting to throw this restriction around the preparation of U. S. P. items, the specifications for distilled water have been tightened so that distilled water under U. S. P. XI can contain only one-half the solids that were permitted in distilled water under U. S. P. X. U. S. P. X specifies that the solids in distilled water should not exceed 0.001 grams per 100 cc., while U. S. P. XI specifies that the solids in distilled water shall not exceed 0.0005 grams per 100 cc.

How this provision will be interpretated by the Food and Drug Administration is one phase of the matter that is extremely serious to manufacturers, but also if the Administration is as broad as possible in its interpretation, compulsory use of distilled water will still create many headaches throughout the industry. The ridiculous part of the entire situation is that N. F. VI makes no change from N. F. V regarding water, and the use of potable water is still permitted under U. S. P. XI. Therefore, the Food and Drug Administration will be placed in the silly and inconsistent position of enforcing two books of standards, one of which permits the use of potable water, and one which prohibits the use of potable water.

But quite aside from the fact that the two books of standards have different requirements in regard to the water to be used, the main difficulty that manufac-

turers, retail pharmacists and the Food and Drug Administration will have to face will be in trying to comply with the provision of the U. S. P. XI. The question of interpretation will be the first problem facing administrative officials, and upon this interpretation will rest the extent to which manufacturers and retail pharmacists will be hampered by this new provision.

The most stringent interpretation that the Department could place upon the provisions of the U. S. P. XI would be that everything in the book must be prepared with distilled water. The most lenient interpretation would be that only those items in the U. S. P. for which working formulas are given and for which provisions are made in the general notices, would use distilled water.

If the provision regarding the use of distilled water remains unchanged, and if the Food and Drug Administration indicates that they are to give a very strict interpretation of this provision, then the manufacturers will be faced with the almost impossible task of conforming with the new provision.

The wording of the statement in the preface above quoted might lead one to believe that distilled water would be required only where working formulas are given since it states that: "The Pharmacopoeia has therefore directed the use of distilled water in all official formulas where water is required." But the statement also says that chemical methods of purification or presence of solids "renders much of the available water unfit for use in pharmaceutical or chemical operations." This clearly indicates that no chemical or pharmaceutical in the book should be made with other than distilled water.

Since distilled water is a more universal solvent than practically anything else, it would be impossible to keep the distilled water within the U. S. P. XI requirements overnight. Further than this it would be impossible to pipe distilled water through a plant and have it come out of the pipes at the points of use in a U. S. P. XI state. Even glass-lined tanks and piping would not make this possible since the water would probably dissolve enough of the alkali from the glass to make it below specifications.

The ridiculousness of the situation is clearly indicated when it is visualized that distilled water will have to be used when some gum or botanical containing a certain amount of natural impurities is to be extracted with distilled water. And further when the elixir is carefully prepared, it is placed in a bottle in which it receives contamination from the alkali in the glass. Also it might stand on the druggist's shelf for a long period of time, being opened and reopened and thus being further contaminated by the air. Not only do these possibilities make the use of distilled water ludicrous, but these preparations are often taken by the patient adding a teaspoonful to a glassful of water from the tap. Perhaps it will be necessary for sick people to buy bottles of distilled water for use in taking medicines.

Then there is the question of what is to be done with such things as sugar and other common things which are included in the U. S. P. if this provision is to apply to everything in the book. Will it be necessary for the sugar refiners to make a special grade for pharmaceutical use? And the straight chemical products such as the alkaloids which are subject to exact chemical analysis, must the chemical manufacturers in the future be made with distilled water? Things like Epsom salt, Rochelle salt which move in carloads would have to be made with distilled water greatly increasing their cost but in no way increasing their purity. Still other common products which move in carloads such as acetic acid, hydrochloric acid, sulfuric acid, acetone, and innumerable others would have to be in the same boat. The cost of the change in operations by large chemical manufacturers would greatly increase the prices of U. S. P. grades of these chemicals, and nothing in the way of increased purity would be gained. Yet the Revision Committee of U. S. P. XI has the audacity to state that potable water is unfit for chemical manufacture.

There does not appear to be any sound reason for this move. It appears that the Revision Committee is being guided more by the fact that most of the Pharmacopoeias of the world use distilled water than by anything else. The fact is that in this country potable water of excellent purity is available in far greater quantities than in any other country in the world. There is more reason for the other countries requiring the use of distilled water for all preparations.

It is said that a survey of a large number of retail pharmacies in a mid-western state revealed the fact that none of these pharmacies had distilled water that met the new U.S.P. requirement for solids. In most cases the solids in the water were three times the amount specified in U.S.P. XI.

It is certain that some modification of the provision must be made if the U.S.P. XI is to be widely adopted as the official standard. The modification must be made in an interim revision rather than with an understanding with the Food and Drug Administration as to how the requirement is to be enforced. A change in the requirement would remove any question of how the standard is to be enforced, and would leave the Revision Committee in complete control of the standard, rather than having the Food and Drug Administration take over the responsibility which should not be theirs.

This is just another example of the Revision Committee making a change in the U. S. P. without fully appreciating the consequences of what it is doing. The change is said to be the result of some research work conducted by four or five students in the Philadelphia College of Pharmacy. We do not know just how much investigation was made by the many members of the Revision Committee who had to vote on this change, but it could not have been much.

School of Pharmacy
University of

ANISEED OIL SHORTAGE

It looks very much as though oil of anise prices are on the advance again. Back in March of last year it was bandit activity in China that unsettled prices. Today it is the currency that is tying up shipments. Importers here state that extreme difficulty is being experienced in getting replacement stocks. Goods ordered for November-December shipment have not as yet gone forward and late cables indicate that shipment probably will not be made until March; a delay of five months.

Aniseed oil is produced in the western part of Kwangsi Province. It is cultivated by the natives on hillsides on both sides of the Tonkin China frontier. After the cargo of aniseed oil is gathered, it is forwarded on the Sikiang River to Wuchow. The Hongkong merchants purchase the oil from Wuchow and it comes to them down the Sikiang River via Canton.

All the oil must be delivered to the monopoly office in Wuchow against a receipt from the officials. It is then sent to Hongkong and when cash has been realized and received back at Wuchow, it is paid to the suppliers less a 5 per cent. commission for the monopoly office.

Since the Chinese Government has gone off the silver standard, however, business in the interior of China has come to a complete standstill. For centuries, silver has been the only method of exchange, and the Chinese have no confidence in notes issued either by the Central or the Provincial Governments in China. They cannot be blamed for their lack of confidence in the Government as, on many occasions, a new Government has repudiated the currency issued by its predecessor.

Extreme chaos is said to exist in Canton as far as currency and trade are concerned. In a single day, the premium on Hongkong dollars went up from 40 to 90 per cent.; the following day it went down to 45 per cent. and up to 78 per cent. again.

Those who owe money want to pay in notes, but when money is owed to them they want to receive silver dollars. No merchandise is delivered against paper notes and silver has completely disappeared from circulation. This causes considerable confusion and affects purchases which were made before the Government Decree abolished the silver standard.

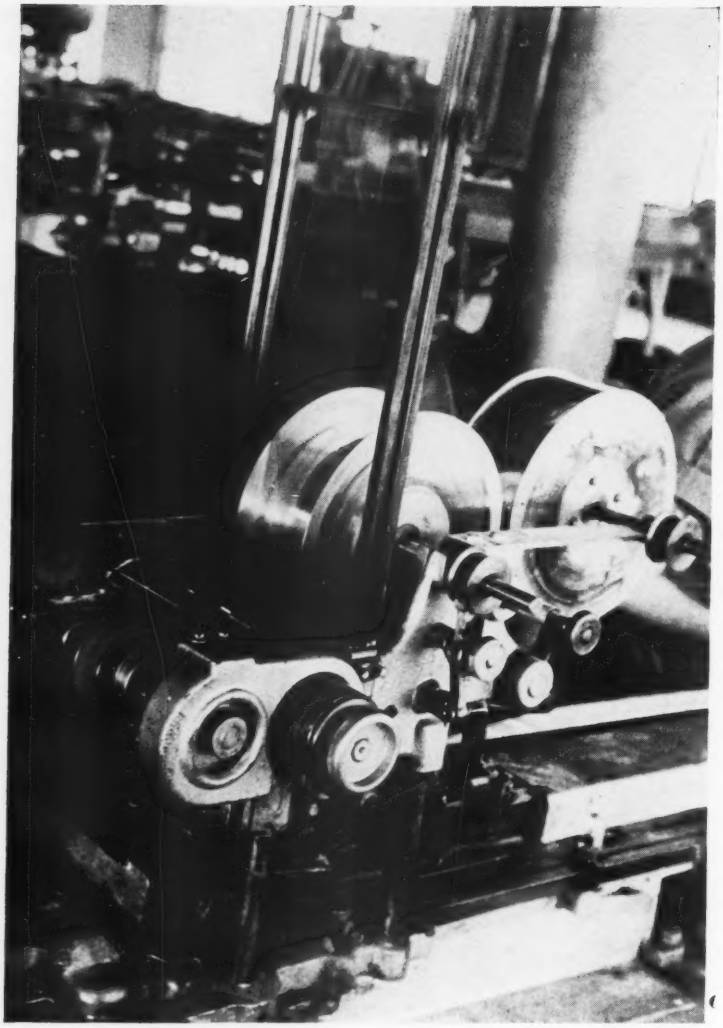
(*Continued on page 337*)

FOR ORAL HYGIENE

Wholesale sales of dentifrices and mouthwashes run in the neighborhood of 50 millions of dollars annually. Here are some of the leaders in this highly competitive market in which the most recent development, as we have pointed out before, has been the tremendous emphasis placed upon tooth powders.

ROBBING THE PACKAGE

By Fred Atkinson



The machine which wraps the Mum package with transparent cellulose at Bristol-Myers. Photo by von Miklos.

An equipment manufacturer tells a story of a discussion between his representative and the production manager of a well known firm about the advisability of using a wrapping machine for a group of products, which, previous to this time had been wrapped by hand. The representative urged the use of moisture-proof, transparent cellulose for the packages instead of the ordinary variety that had always been used when the packages were hand-wrapped. The production man objected that the increased cost of the moisture-proof cellulose would wipe out the labor saving the use of the machine would entail, there being just sufficient margin with present volume to justify the installation of the machine, provided no increase in cost of wrapping materials was involved.

Since the machinery manufacturer was able to provide equipment for wrapping the packages regardless of what material was used or how it was sealed, he was not concerned one way or the other. But the attitude of the production man focused attention on a question that is being raised in many quarters; namely, can packaging material cost really be considered a controllable cost, which may be increased or decreased at will by substitution, or should it be considered a prime cost like the cost of raw materials? This question suggests it corrollary; how far can you go in robbing the package?

The production man cited above did not consider whether or not moisture proof cellulose would protect the contents of his package better than the ordinary variety, nor was he especially concerned with the effect of the more expensive wrap on the general appearance of the package. Obviously he was looking upon the cost of packaging materials as a controllable cost which he could adjust at will. For a long time this has been the attitude of most production men and salespeople as well. As a matter of fact it is the salespeople who are responsible for it.

When attention was focused on packaging during the Great Decline, sales and advertising budgets were sharply pared, and, adding one evil to another, it became apparent that to obtain sales you had to have

money and to obtain money you had to have sales. Then came the Great Discovery—you could get a little more money—not much to be sure, but some—by robbing the package.

If it was wrapped, the wrapper was omitted; if it was cartoned, the carton was omitted, if it bore two or more labels, all but one were omitted. If the circulars, labels, cartons, etc., were printed in several colors originally, all but one were eliminated. Tin was substituted for glass, paper for tin. For a while the condition became epidemic. Then it slowly began to be apparent that the process of cheapening if persisted in, would ultimately carry us back to paper bags and bulk goods. Also it was discovered that the total amount per annum that could be saved by robbing the package was not very great and did not offset the disadvantages that the cheapening process sometimes entailed.

At the same time another contrasting trend was slowly making headway in the opposite direction. Proponents of this school deliberately increased the cost of packaging materials, and in many instances stole the business of their competitors, who were of opposite mind. There were in both cases outstanding successes and lamentable failures.

Therefore, the safest way to benefit by the experience of both chiselers and squanderers is to go back to first principles and consider the primary function of your package. Regardless of the pros and cons this function is to protect your goods until it reaches the hands of the consumer—and in some cases afterward until it has all been used up.

This in the writer's opinion implies a prime cost. One should not gamble with the protective features of his package; he is a fool to substitute untried packaging material unless tests show that, if it does anything, it will tend to give more protection than is needed rather than less.

Protect the Product

If study indicates that to protect your product from temperature conditions, aging, corrosion, tampering, finger marking, shop wearing and so on, it is necessary to increase the cost of packaging materials, the wise merchandiser will consider no alternative. He will not balk because his product demands foil or parchment or moisture proof cellulose in preference to ordinary paper; he will not hesitate to use plastics, glass, wood or metals in preference to cheaper materials—cost what they may.

Reputable manufacturers do not tamper with formulae. They are scrupulously careful to control the quality of raw materials that enter into their products; they do not try to chisel off the few cents that can be saved by cheapening the ingredients used—in short they make no effort to control the cost of raw materials. If market prices for raw materials go up, they take it as a matter of course and endeavor by skilful purchasing to offset the price increase. Why should they be less concerned with the materials and construction of the packages that will protect in the market the products they so rigidly standardize and maintain in the factory?

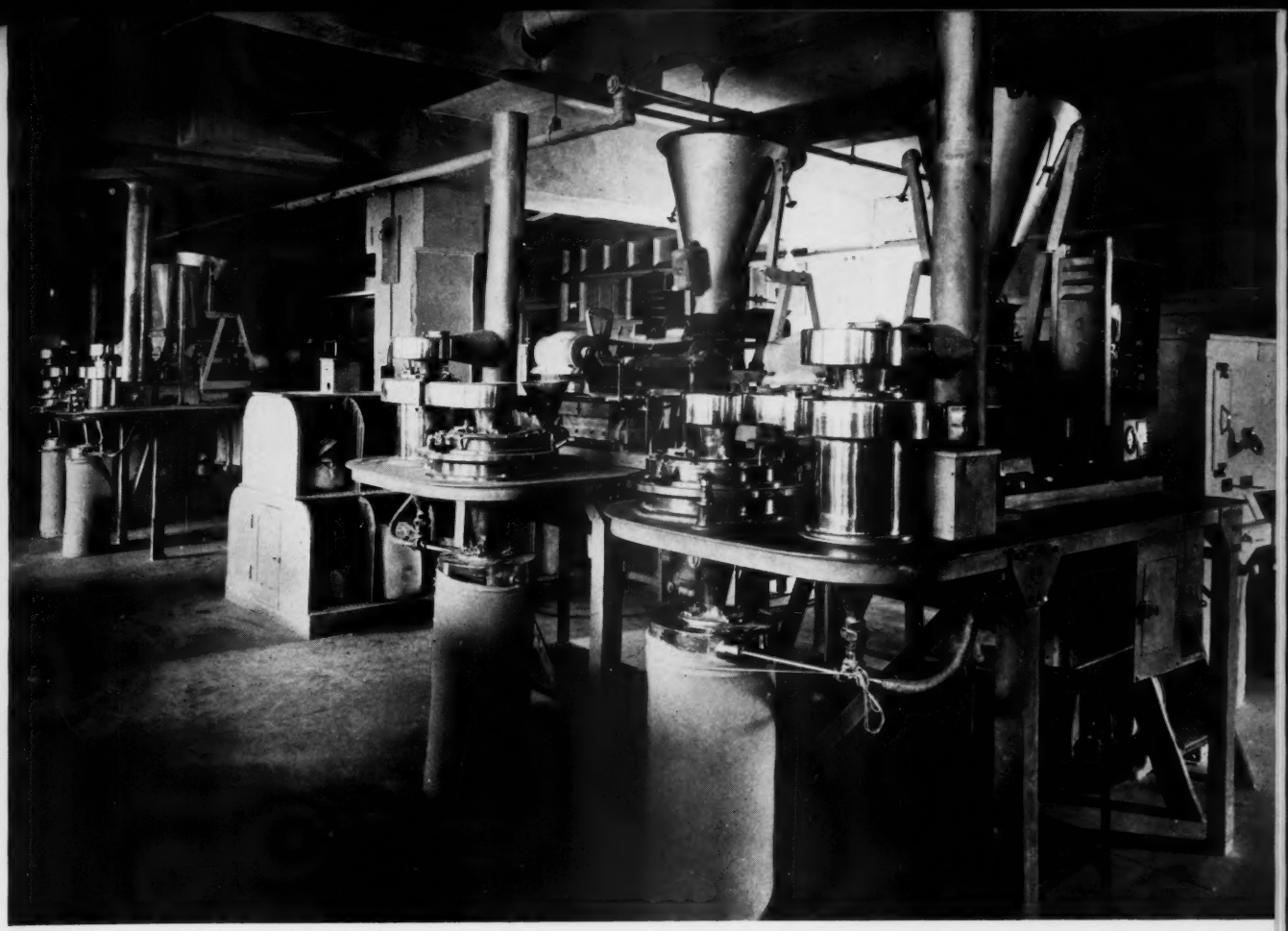
We are not thinking now of questions of adornment, merchandising and service; we are concerned only with the protective features of the package which are so often confused with its other functions. A cheap cap that does not seal properly is prohibitively expensive at any price; the elimination of a carton or a wrapper or the substitution for a material of high insulating value one of little value, is, if the product is sensitive to light or temperature changes, false economy.

Packaging Research

The only economical and by the same token, scientific attitude for the manufacturer is to *know* what will protect his merchandise best. To this end the larger manufacturers are setting up packaging material research as a part of regular laboratory work, questions of decoration and merchandising being deferred until the package has been constructed. If this construction calls for the use of packaging materials that are more than ordinarily expensive, so be it, and the production and sales management must look elsewhere for economies. Merchandise protection should always be considered a prime cost, not to be reduced with any less consideration than would be given to a forced reduction in the cost of raw materials.

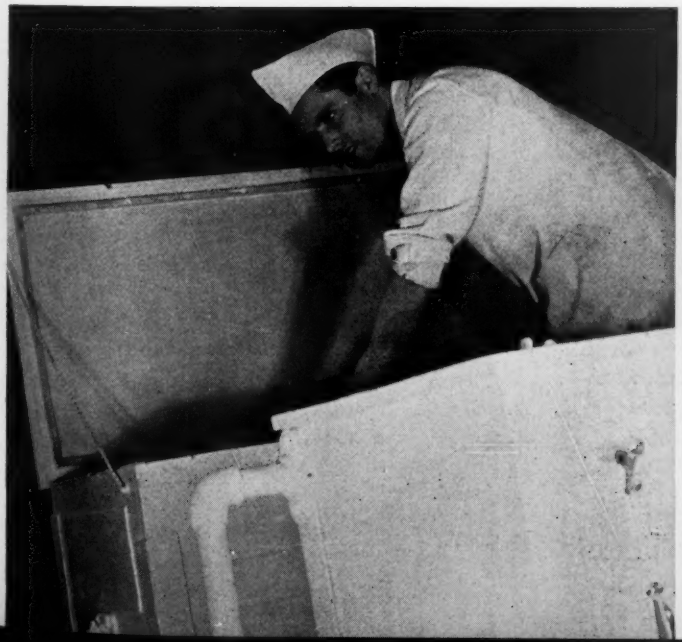
If the cost of packaging must be juggled, it should be confined to those phases of the subject having to do with adornment, service, merchandising etc. Here no general rules can be stated; it is purely a question of merchandising. If a container is packaged in a carton, which is used, less for protection than for cross sampling of other products, only the merchant can tell whether it should be maintained or eliminated. This brings to mind the experience of a prominent drug manufacturer, who had decided to eliminate a carton and then refrained from doing so because it contained a sample of a laxative he was cross sampling. But his decision was based not alone on this, for a study of the product and the condition for which it was recommended, revealed that the medicine was most effective when taken after a laxative. Since the consumer could not be depended upon to buy a separate package of laxative or to take any that he might have on hand, it was decided to include the laxative and make its use a mandatory part of the directions. Thus, two purposes were served at the same time, one product helping to increase the business of the other, but neither of these objects could have been served if the carton had been eliminated. The experience of many such manufacturers in one direction or another indicates that the cheapening or packaging materials is a procedure to be undertaken only under the compulsion of necessity and then with scrupulous care to avoid lessening the protection given the product, regardless of what may happen to the other functions that the package may serve.

Here are some "candid camera" closeups of some of the operations in the packaging department of the Coty plant. These photographs show just a few of the many packaging operations which are necessary in the assembly and inspection of Coty's numerous products. The well-known "Powder-Puff" boxes which carry "Air-Spun" face powder to the consumer, are easily recognizable in the photographs above. "Candid" photographs by J. von Miklos, Ph. D.



A VISIT TO COTY

One of the most-talked-of cosmetic developments of recent months has been Coty's "Air-Spun" Face Powder. Here are three photographs taken in this department where the famous "Air-Spun" is made.



VITAMIN F IN SKIN CREAMS

By Mary Imogene Shepherd, Ph. G.

A new and startling discovery has recently been made regarding one of the less known vitamins and its effect upon the skin. Vitamin F has a very definite beneficial effect upon the skin itself.

If skin creams are to serve the purpose of restoring quickly and effectively the essential lipids that are constantly removed from the integument by the various demands of present day hygienic practices, it would appear that a biochemical interpretation of the make-up of skin fat might properly serve as a model whereby to pattern cosmetic preparations so as to present physiological combatability with that tissue.

As early as 1909, Unna and Golodetz found that the lipids of the outer layers of the skin contained about 16 per cent of cholesterol[1]. Eckstein and Wile expanded the work of Unna and Golodetz and showed that the cholesterol content of the human skin varied from 13 to 24 per cent of the total fat[2]. Kooyman studied particularly the changes in the lipids of the epidermis during keratinization and established evidence that as keratinization advances, as it does from layer to layer, being least in the deepest germinative stratum and most in the outer cornified stratum, the total lipids become less. However, while the cholesterol content also decreased, it lessened at a slower rate than some of the remaining lipids, particularly the phospholipid lecithin[3].

Much significance has been attached to the phospholipidcholesterol ratio (P/C ratio) of the tissues. Generally, there is a close relation between the free cholesterol and the phospholipid. If one increases the rise is followed closely by the other lipid. Schaeffer advanced the theory that the P/C ratio has to do with the water balance of the tissues[4]. Degkwitz expressed the view that a tissue with a high P/C ratio would imbibe a great deal of water, and conversely[5]. Schaeffer refuted the work of Degkwitz and demonstrated that if tissues are immersed in water under standard conditions, the water take up was inversely proportional to the P/C ratio, and not in direct proportion as Degkwitz maintained[4].

Shepherd, Pacini and Pacini repeated the work of Eckstein and Wile and of Kooyman and came to similar conclusions relative to the changes in the P/C ratio for each epidermal layer; but the total quantity of lipids was generally higher in each layer than the values previously reported[6]. At the same time, these later investigations confirmed the findings of Kooyman in respect to the fatty acid content of the cells of the skin, which are now known to have assumed a new significance in nutrition. Better to summarize the lipid chemistry of the skin, the diagrammatic tabulation on the next page is offered.

There are several rather striking observations disclosed by the above tabular review of the findings:

1. Where cellular activity is greatest, as in the germinative layer, the fat content of the cells is quite high;
2. When the fat content is high, the phospholipid (lecithin) is considerably more abundant than the cholesterol;
3. The vitamin F content of the cells excels any other fatty constituent, and in most instances is greater than the phospholipid and cholesterol combined.

Although lecithin has been neglected in favor of cholesterol in the formulation of skin creams, there is much to show that it should be present at least in the same amount. Experiments in which the lecithin has been thus increased point to distinct advantages of such creams in imparting vigor to the very sluggish, nearly dead, cells of the scarf skin. But probably the more significant implication of the findings is the possible importance of vitamin F; and this is particularly so in view of the strikingly brilliant work of the Burrs on this indispensable factor of nutrition.

Carefully executed experiments by Burr and his coworkers, showed that if all neutral fat were excluded from the diet, but compensating amounts of fat-soluble vitamins at present known were returned in the form of essentially non-fatty concentrates, animals failed to grow properly. A syndrome of symptoms appear which include: scaliness of the skin (resembling eczema and dermatitis of unexplained origin and highly resistant to usual treatment); a marked accumulation of dandruff in the hair on the back of the neck (not at all unlike the scales that accumulate in seborrheic dermatitis); alopecia; irregular ovulation in the female; failure to mate in the males; hemorrhagic spots and sores over the skin surface; hematuria, albuminuria and marked kidney lesions; cessation of growth; death. Animals in whom the deficiency is produced eat the same amount of food but drink twice the amount of water as normal controls, a symptom suggesting involvement of the posterior pituitary. [8, 9, 10, 11, 12, 13, 14, 15]

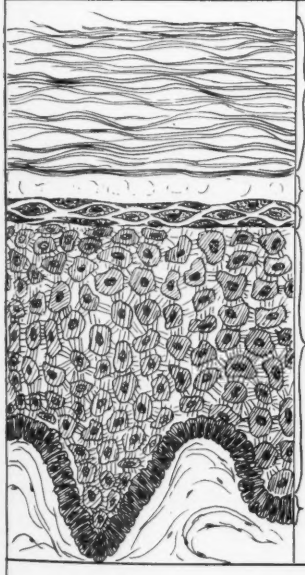
Increasing the amount of vitamin A and D very greatly increased the difficulty due apparently to the fact that the vitamins tended to better the weight and condition of the animals thus making still greater demands on the fat supply.[16]

As is usual in the beginning study of newly opened nutritional investigations, conflicting reports appear. Sinclair agrees with the findings of Burr and Burr insofar as stunted growth is concerned but was unable to elicit the other symptoms. Graham and Griffith, Hume and Smith, and Funk, Caspe and Caspe obtained findings differing somewhat from those of Burr and Burr. We have found no difficulty in procuring similar results to those reported by Burr and Burr by following merely the instructions so clearly outlined by Hawk and Bergeim.[17, 18, 19, 20, 21]

Evans, Lepkovsky and Murphy have confirmed the evidence for the deficiency disease, and refer to the essential unsaturated fatty acids involved in the prevention and cure as vitamin F.[22, 23, 24]

Fig.1

The distribution of the lipids in each layer of the scarf skin. The total lipid per cent is on the basis of dry human skin. Original Analyses.



Epidermal Layers*	Name of layer	Total lipid per cent	Phospho-lipid per cent	Free cholesterol per cent	P/C Ratio	Vitamin F per cent**
	Stratum corneum	6.9	0.16	0.85	0.19	1.83
	Stratum lucidum	7.3	0.20	0.86	0.23	2.80
	Stratum granulosum	9.8	1.06	0.93	0.75	2.87
	Stratum mucosum	10.6	1.17	1.18	0.99	3.15
	Stratum germin-ativum	13.4	3.79	2.10	1.8	4.97

* From Diseases of the Skin by George C Andrews
** Vitamin F is the name given to the unsaturated fatty acids Linoleic and Linolenic by Evans, Lepkovsky and Murphy (7).

In the case of the rat, the dog, the mink and the fox, Linn and Pacini have not only developed the symptoms described by Burr, but have effected complete remedy by the external application of vitamin F.[24] Indeed, in experiments meant to measure the relative value of oral versus local application, these investigators report much more rapid response by the external use of vitamin F than they observed by its internal application.

That the unsaturated fatty acids called vitamin F were useful in the treatment of skin blemishes such as acne represents, has been known empirically for many years. Thus, the U. S. Dispensatory discusses the uses for soft (green) soap as follows:

> "Soft soap possesses not only the detergent properties of neutral soaps, but because of the excess of alkali has active medical virtues, especially as a topical remedy. In the first place it removes the fat more thoroughly from the skin and is therefore of service in those forms of skin diseases accompanied with disturbances of sebaceous secretion, such as seborrhea or comedo. It has also the property of softening the keratin elements of the epiderm, and is therefore useful in conditions accompanied with crusts and scales, such as psoriasis and chronic eczema. Because of its local irritating action it may also be used as a stimulant in acne vulgaris and rosacea. It is also asserted to be of adjuvant service in the treatment of various parasitic skin diseases."[25]

Whereas the discussion attributes the value of the soap to the excess alkali contained therein, the same authority completely negativates this possibility in another section of the same article, as follows:

> "The U. S., 1890 and VIII employed linseed oil, but in the 9th Revision experiment was made of using cottonseed oil. This, however, not proving satisfactory, the present U. S. has returned to linseed."[25]

Since the alkali excess is the same whether linseed or cottonseed oil is used for the preparation of the soap, it is clear that the clinical dissatisfaction must be attributed to the nature of the oils used; and the work of the Burrs on linoleic and linolenic acids seems to clear up this point.

Not all linseed oil showing the same iodine absorption value is equally useful in dispelling the Burr fat-deficiency symptoms. Seemingly, the matter of the isomeric form of the unsaturated fatty acids is a material factor that makes for operativeness. There are over 300 isomers of linolenic acid possible, and it seems that only a few, possibly only one, is specifically related to the symptom—complex of the deficiency. This isomer has not yet been isolated, but its presence in an oil can be measured biologically just as precisely as can the presence of the other fat soluble vitamins A, D, and E. Incidentally, this fact throws much light on the discrepant results reported by those who attempted to use ordinary linseed oil in repeating the work of the Burrs. Just as natural cod liver oil can vary much in its content of vitamins A and D, so can cold pressed linseed oil vary greatly in the correct linolenic isomer (vitamin F) required to prevent and to remedy the fat-deficiency syndrome. In either case, satisfactory usage must be governed preferably by biological standardization of the product.

Just as cholesterol and lecithin appear to have a very definite part to play in maintaining the normalcy of the skin, it is now evident that equally, probably even more important, is the still greater content of vitamin F in that tissue. A profound disturbance in this indispensable factor makes for serious skin troubles, and lesser disturbances make for dryness, scaliness, roughness and many minor unsightly prodromal disfigurations that, left uncared for, may eventuate into serious skin diseases.

Returning now to the natural skin cream, represented by the emulsion of skin fat in the fluids of the integumentary cells, it is very desirable to study the fat partition formula for this oily material. Here it is:

Table 1

Layer	*Total Lipids*	*Phospho-lipid*	*Free Cholesterol*	*Vitamin F*
Corneum	6.9	0.16	0.85	1.83
Lucidum	7.3	0.20	0.86	2.80
Granulosum	9.8	1.06	0.93	2.87
Mucosum	10.6	1.17	1.18	3.15
Germinativum	13.4	3.79	2.10	4.97
Average	9.6	1.28	1.18	3.12

Interpreted broadly, it implies that the "average" values for the various lipid fractions of the skin are such as to demand a ratio of lecithin to cholesterol to vitamin F that shall be approximately 1:1:3. In other words, for each per cent of cholesterol, a skin cream would resemble average skin fat if it contained at the same time the same per cent of lecithin and three per cent of vitamin F. All are miscible in mineral oil, the usual cream base; and they are miscible also in other oils when mineral oil is not the base. By way of caution, it is pointed out that lanolin contains much cholesterol, but by no means should the lecithin represent the same amount of lanolin or cholesterol absorption base used in a cream since these are not exclusively cholesterol. Only the cholesterol represented by the lanolin or absorption base should be matched with an equal per cent of lecithin and three times as much vitamin F.

Having thus discussed the natural skin fat as a pattern from which to formulate skin creams that shall be compatible with the biochemical requirements of the integument, and having emphasized the part that vitamin F plays in this pattern, both in respect to its quantity and to its undisputed relation to the prevention of the appearance of many symptoms that make for ugliness and defeat beauty, it now remains to mention briefly the effect on humans where such preparations have been employed for several years.

(*Continued on page 337*)

SCABIES

By A. Richard Bliss, Jr., Phm. D., M. D., LL. D.

DR. A. RICHARD BLISS, JR.

In this article the author calls special attention to the Danish or "24-hour" treatment of this very common parasitic skin disease, and gives the correct formula and method of preparation.

Scabies or "*Itch*" is a very common contagious skin disease which presents excellent opportunities for the manufacturer because the disease yields readily to proper treatment with certain relatively inexpensive drug agents of established reliability. It is caused by the itch mite, an animal parasite (*Sarcoptes* or *Acarus scabiei*), the female of which burrows into the skin to lay her eggs and thus incites intense itching. As with most diseases caused by vermin, it is more common during the winter months. The eggs or ova develop in the burrows, and when hatched migrate to the skin and live on crusts and scales until fully developed. After the new females have been impregnated, they migrate about the skin, especially at night, and finally burrow into the skin and deposit their eggs. The impregnated females are the chief means of transmission from person to person. The disease is found about equally among the sexes in children, and more frequently in the adult male than in the adult female. Social status is not positive insurance against this skin disease.

Common sites of infestation are the fingers, hands, interdigital webs, wrists, axillary folds, breasts and nipples in the female, lower abdomen, inside of thighs and legs, shaft of the penis, buttocks, and on the ankles, feet and toes especially in infants. In severe cases the whole body may be involved, although the neck and face usually escape, except occasionally in infants through contact with the mother or others. The condition probably never clears up spontaneously. Eczema may be a secondary development in susceptible individuals, and suppurative dermatitis is found frequently in cases of long standing.

A complete and successful treatment has three objectives, viz., destruction of the parasites, alleviation of the itching, and treatment of any associated skin lesions.

The oldest, cheapest and "classical" parasiticide used successfully against the itch mite is Sulfur, which is usually employed in the form of an ointment, with Petrolatum as the most common ointment vehicle. Many dermatologists advise the replacement of up to about half of the Petrolatum with Soft Soap, or up to 20% of Potassium Carbonate, in order to soften the horny epithelium, and thus facilitate access of the remedy to the parasites. Others advocate the addition of 10% of Oil of Cade for its antipuritic action.

A formula recommended by Fantus follows:

Oil of Cade	10 parts
Precipitated Sulfur	20 parts
Soft Soap	30 parts
Petrolatum	40 parts

The foregoing quantity is usually adequate for a cure. A manufacturer's preparation of this type should carry the following directions:

1. At night, thoroughly scrub the whole body in a hot bath, using a soft brush and abundant soap; soak for 30 minutes.
2. Then briskly rub with a coarse towel, especially the areas where there are burrows (to break them open).
3. Rub the ointment into the entire body, and, when it has dried, dust with talcum and go to bed. Any ointment remaining on the skin should not be removed for from 12 to 24 hours.
4. Repeat this treatment on from three to five consecutive nights. CURE DEPENDS ON CAREFUL AND FAITHFUL ATTENTION TO ALL DETAILS.
5. The morning after the last treatment, remove night apparel and sterilize such clothing and the bedclothes by boiling or by formaldehyde.
   Note: All infested members of a family should be treated at the same time to avoid relapses.
6. If irritation is felt after completion of the treatment, take a bath and apply a simple soothing ointment such as Ointment of Boric Acid or Ointment of Zinc Oxide, or use Calamine Lotion.

There are many parasiticides, in addition to the reliable Sulfur, which will destroy the itch mite. Among them are Betanaphthol, Balsam of Peru, Tar, Staphisagria, Storax, etc. Good judgment should govern the

choice and the concentration of the parasiticidal agent used. A satisfactory preparation must be strong enough to kill the itch mites, but not so strong as to produce an acute dermatitis. In children the product should be comparatively mild, and the face may be involved. If Sulfur is used as the parasiticide, an acceptable formula for children is:

Precipitated Sulfur	20 parts
Petrolatum	580 parts

For women with delicate skins 40 parts of Precipitated Sulfur to 560 parts of Petrolatum may be employed, and for adults with coarse skins the Sulfur content may be increased to 120 parts. The U. S. P. XI formula calls for:

Precipitated Sulfur	15 parts
Wool Fat	5 parts
Yellow Wax	5 parts
White Petrolatum	75 parts

Other more potent combinations suitable for adults are:

Balsam of Peru	60.0 parts
Sulfur Ointment	540.0 parts

Betanaphthol	7.5 parts
Balsam of Peru	40.0 parts
Sulfur Ointment to make	600.0 parts

In very mild cases cures have been effected by dusting the body, except the head, after bathing and thoroughly drying, with Washed Sulfur, and also dusting the bedclothes, but this treatment is not satisfactory in most cases of scabies.

Two Sulfur ointments are found in the N. F. VI, viz.,

Alkaline Ointment of Sulfur

Sublimed Sulfur	20 parts
Potassium Carbonate	10 parts
Water	5 parts
Wool Fat	4 parts
Yellow Wax	4 parts
Petrolatum	57 parts

Compound Ointment of Sulfur

Precipitated Calcium Carbonate	10 parts
Sublimed Sulfur	15 parts
Juniper Tar	15 parts
Soft Soap	30 parts
Solid Petroxolin	30 parts

(Compound Ointment of Sulfur is known as "Wilkinson's Ointment" or "Hebra's Itch Ointment").

Vleminckx's Solution or Lotion (Solution of Sulfurated Lime) is manufactured from Lime, 165 parts; Sublimed Sulfur, 250 parts; and sufficient water to make 1,000 parts. This solution is diluted with 9 volumes of water for external use. It is applied once a day, after thorough bathing and drying, and is permitted to dry on the skin.

Several combinations which have been suggested by dermatologists in the event it is desired to avoid the use of Sulfur follow:

Balsam of Peru	30 parts
Petrolatum	150 parts
Lanolin	420 parts

Storax	160 parts
Petrolatum	440 parts

(Children withstand Storax better than Balsam of Peru.)

Compound Solution of Cresol has been successfully used by painting it over the entire body once or twice a week, and at the end of a week repeating the treatment if any evidence of the condition remains. Some dermatologists consider this treatment superior to the Sulfur Ointment method, claiming that it is less "messy" and that postscabic irritation is less frequent and less severe.

Undoubtedly the most satisfactory treatment, all things considered, is the "24-HOUR" or DANISH METHOD of treating scabies. Many dermatologists consider it far superior to all other methods. Not only is it much faster and less troublesome of application, but in addition, *if the ointment is correctly prepared* and the directions followed explicitly, there will be no postscabic itching or irritation. Of 678 cases treated by the Danish Method in Copenhagen during a five-year period, all were cured in 24 hours, without relapses. Eighty-four cases were treated by this method in one of the largest hospitals in the East, and all were cured in 24 hours except three who had not followed the directions. The correct method for the manufacture of the ointment follows:

Dissolve 1 kilogram of Sublimed Sulfur, with the aid of gentle heat, in 2 kilograms of a 50% solution of Potassium Hydroxide. A clear, yellow solution should be obtained. Thoroughly mix, *without heating*, 225 grams of Petrolatum and 225 grams of Anhydrous Lanolin, and to this mixture add 375 grams of the Sulfur-Potash solution.

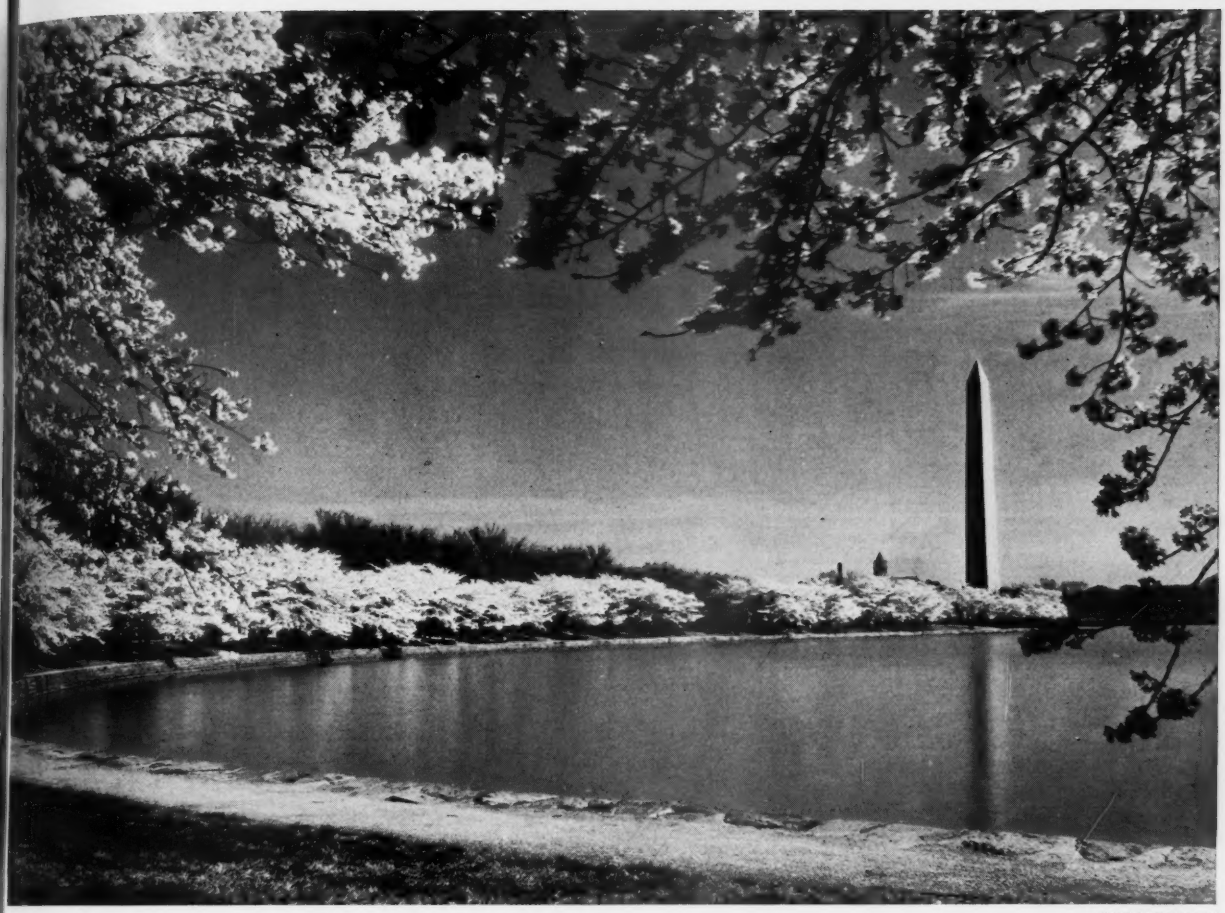
Mix 28 grams of Zinc Sulfate with 40 grams of 20% Sodium Hydroxide solution, agitate thoroughly, filter, wash the precipitate, and add it to the ointment. Then add enough Liquid Petrolatum to make the total weight 1000 grams, and finally incorporate 5 grams of Benzaldehyde to cover the odor of Hydrogen Sulfide.

The directions for using should include the following:

1. Take a thorough cleansing bath using soap generously. Thoroughly dry.
2. Rub the ointment gently over the entire body, except the head, and allow it to remain for 24 hours.
3. Take another cleansing bath. Make sure that all clothing, bedclothes, etc. are sterilized by boiling or by formaldehyde.

Note: All infested members of the family should be treated at the same time in order to avoid relapses.

The effectiveness of the ointment depends largely on the sulfides present, which, on contact of the ointment with the skin, liberate hydrogen sulfide. There are possibly but two or three concerns in the United States who are manufacturing this preparation.



CHERRY BLOSSOMS IN WASHINGTON, D. C.

EWING GALLOWAY

CHERRY KERNEL OIL

By F. Spitaleri, B. S.*

Owing to the difficulties of introducing a new raw material into the American Market, cherry kernel oil, which awakened some interest in 1930, seems to have been forgotten during the present economic depression.

With the "Buy America" cry of today, perhaps interest in cherry kernel oil could be awakened, for there is every reason to believe that an American industry of the aforementioned product could rival that of the peach kernel and sweet almond oil industries.

Failure of this oil to find a real place in the market after several firms became interested in it might have been due to financial difficulties of the producers to advertise persistently, or the introduction of an oil whose refinement was not as yet completed. The quality of the oil during the latter part of 1930 was far superior to the quality of 1929. It is obvious that the possible users of the oil who tried the first samples and termed it unsatisfactory would need considerable persuasion later on to give it a second try.

Overlooking the fact that there are many kernel oils on the market and there really is no demand for a new source, the tremendous yield of cherry kernel oil that is possible from a waste material, certainly should hold the attention of American manufacturers, if only for the reason that this would eliminate the necessity of having

*Perfumer, Felton Chemical Co.

to look to foreign countries for their sources of supply of kernel oils.

The sour cherry industry flourishes in the Middle West, mainly around the Great Lakes. The cherries are harvested during the months of July and August and sent to the canners for canning. It is estimated that a billion pounds of cherries are produced annually, and, as the kernels are extracted before the canning process, they are worthless unless used for extraction of oil. The cherry kernels, which amount to about twenty eight per cent. of the fruit, are very rich in oil, the yield being about forty per cent. According to the pioneer producers of the oil, there is a possibility of producing four million pounds of oil annually. This oil could be used very advantageously in place of the more expensive kernel oils. The oil is a bland oil, very similar in physical and chemical properties to almond oil.

PROPERTIES:—

Being somewhat interested, the writer carried out a few investigations as to the properties of the oil. A sample from a shipment of cherry kernel oil was analyzed and the constants obtained were found to be:

Color	Light golden yellow
Odor	Bland fixed oil odor
Taste	Bland
Specific Gravity at 25° C.	0.917
Solubilities:— Soluble in Ethyl Ether, Chloroform, Benzine and Petrolic Ether. Slightly soluble in Ethyl Alcohol.	
Congealing Point	Lower than -12°C
Acid Value	0.1
Saponification Value	191.0
Iodine Value	113.0

At the congealing point only a slight turbidity occurred. The congealing point apparently was much lower than -12° C.

The oil gave negative results when tested for cottonseed, paraffin and fixed oils (vidi U.S.P.X under Sweet Almond Oil).

Other authorities have found constants to be:

Specific Gravity at 25° C.	0.918
Refractive Index at 25° C.	1.474
Acid Value	0.09
Iodine Number (Hanus)	115.8
Saponification Value	190.7
Reichert-Meissl Value	0.3
Polenske Number	0.2
Unsaponifiable Matter, %	0.5
Saturated Acids, corrected, %	7.7
Unsaturated Acids, corrected, %	87.0
Iodine Number of Unsaturated Acids	127.9

Free acids:

Myristic	0.19%
Palmitic	4.04 "
Stearic	2.79 "
Arachidic	0.72 "

Glycerides of:

Oleic Acid	48.9%
Linolic Acid	41.9 "
Myristic Acid	0.2 "
Palmitic Acid	4.2 "
Stearic Acid	2.9 "
Arachidic Acid	0.7 "

If compared with the standard required for sweet almond oil in the U.S.P. it will be found that cherry kernel oil responds almost identically to that of sweet almond oil. However, there is one objection with cherry kernel oil which seemed to be of significance and that was the odor. It was very characteristic and seemed to undergo rancidity sooner than sweet almond oil. On further observation, after exposure to the air for a number of weeks, the differences in acid value and saponification value did not alter sufficiently to warrant it. The rancid odor was probably due to oxidation since a sample kept tightly stoppered with very little air space in the container showed no change from a fresh oil.

A sample of sweet almond oil exposed to the air at the same time as cherry kernel oil showed an increase in acidity but no change in odor whereas cherry kernel oil showed no increase in acidity but a definite change in odor. It is to be understood that the above results were obtained only through physical tests and further experiments are still to be made proving chemically the changes occurring in the oil on being exposed to the air.

In comparing cherry kernel oil to sweet almond oil with respect to their beneficial or deleterious effect on the tender skin, the following experiment was carried out:

Six white mice were divided into three groups of two each, and the surface of their stomachs were shaved free from hair. To group one, cherry kernel oil was painted daily on the shaved part. On group two, sweet almond oil was used. Group three served as controls. After two weeks no noticeable signs of skin irritation appeared on either group.

The above examinations led to the conclusion that cherry kernel oil could replace almond oil advantageously in cosmetic and pharmaceutical preparations for the skin. And arriving at that conclusion, two standard types of so-called almond lotion were prepared, one having a high content of sweet almond oil, and the other having an equally high content of cherry kernel oil. No perfume was used in these lotions, as the effect of the keeping qualities of the oils was desired. The two lotions stood up for over six months without separation or change in odor.

For the interest of the cosmetic chemist many more investigations could be carried out in various pharmaceutical and cosmetic preparations, as shampoos, scalp preparations, creams, sunburn lotions, etc. In fact, cherry kernel oil could be introduced into the U.S.P. as a standard item, and instead of the age old almond lotion and almond cream, a new product could be introduced into the market as "Cherry Lotion," the basic formula being identical to almond lotion and colored a delicate red or pink.

The characteristic undesirable odor that develops on exposure is the only hindrance that cherry kernel oil has to being a perfect oil. This could be eliminated by carrying on further research as to its refinement. The cosmetic chemist always looking for something new would do well to investigate cherry kernel oil.

SELLING PERFUME FOR SPORT

Chanel's newest perfume, "Cuir de Russie," (Russia Leather) is being merchandised in what Chanel believes to be an entirely new departure in perfume promotion. Perfumes have previously been promoted with many various ideas including tie-ups with style, jewelry, bags, furs, hats and others, but Chanel is merchandising this new odor for sport wear. "Cuir de Russie" is being promoted for all types of outdoor activity, including walking, skiing, riding, golfing, and motoring and its outdoor, woody odor is admirably adapted to this appeal.

According to the company, the introduction of this new odor in America has purposely been delayed until the new odor could be subjected to a thorough consumer acceptance test abroad. Now the company is assured that this is one of the most quickly accepted items Chanel has ever marketed and the definite feeling is that this will be as big a success as the famous No. 5.

"Cuir de Russie" of course, is being distributed with the same care which marks the Chanel policy on its other odors. It will go just to the selected Chanel accounts and the name of the retailer is indicated on the inside of the label. In other cases, a serial number indicates who the retailer is to whom the merchandise has been sold. Not only does Chanel thus maintain a complete check on who gets the merchandise, but the system is also worked out so that the company also knows exactly when that retailer received the merchandise and when it was placed in selling packages. It may easily be seen how this helps the retailer as well as Chanel, for the retailer can check returned goods to find out if he actually sold them, which, in such a high-priced line, is a check of considerable importance.

Up to a few years ago, when Chanel started national advertising, only accounts who made an investment of one thousand dollars in an original purchase of Chanel merchandise were permitted to retail Chanel products. Within recent years, with national advertising and the consequent need for wider distribution, this policy has been too restrictive. But although the number of its dealers has been increased, Chanel has continued to be extremely careful as to the type of dealer selected. In this way, the company not only assures itself of the right type of outlet to retail its highly-priced, "class" merchandise, but it also protects itself and its retailers from the disastrous results of having prices cut on a line of this type.

In administrating this policy, Chanel drops from 40 to 50 retail accounts each year and, from the ranks of new applicants for the line, accepts only about one out of every 50 after careful investigation of the dealer's nature and policy of the dealer.

Dealers of this type who have been handling the Chanel line, will be retailers of the new "Cuir de Russie" which is packaged in characteristic Chanel style and sizes and which will retail from $2.25 to $67.50 per bottle. Widespread promotions and national advertising are also being used on the new odor, while every effort is being made to furnish all dealers with some supplies of it for the Easter holidays.

MANY-MEMBERED RINGS AND MUSK ODOR

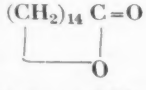
By Dr. M. Stoll, Research Laboratory of Chuit, Naef & Co.
Firmenich & Co., Successors, Geneva, Switzerland

Through the fundamental researches of Ruzicka[1] on the constitution of the two animal aromatic products, civettone and muscone, organic chemistry in general, and perfume chemistry especially has been enriched by a new class of bodies.

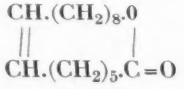
Long before the pioneer work of Ruzicka, attempts had been made to prepare many-membered carbocyclic and heterocyclic ring compounds. However the procedure was stepwise and attempts were only made to add one or at the most three more ring members into the 6 ring, but the synthesis of much higher ring systems was not attacked. As our most recent measurements demonstrate[2] it is those rings which come after the seven and eight-membered rings, that is, the nine and ten-membered rings which show the least tendency to form. These were the grounds which led the earlier workers to the false assumption that the many-membered rings are highly strained and therefore impossible to synthesise. The discovery of naturally occurring fifteen and seventeen-membered carbocyclic ring compounds gave the impetus to attempts to synthesise very high members of the series.

In spite of the deficiencies of the methods of ring closure[3] at our disposal at the beginning of our work, by investigating thoroughly the field of many-membered rings we soon succeeded in preparing a large number of the most varied types of derivatives of the carbocyclic and later of the heterocyclic class. Out of this large amount of experimental data a very important fact disclosed itself: *The musk odor is bound up with a very definite ring size*[3, 4, 7] *namely with 15-17 members;* amongst these are exactly the rings which occur in the natural aromatics of animal origin.

That many-membered rings also occur in the vegetable kingdom was shown by Kerschbaum[5] who isolated two lactones from angelica root oil and ambrette seed oil. The former is a 16-membered saturated heterocyclic ring and the latter a 17-membered unsaturated heterocyclic ring.



Angelica lactone (Exaltolide)



Ambrettolide

Since these new heterocyclic rings possessed a very strong and fine musk fragrance they formed an especially interesting group in the many-membered ring musk perfumes. Unfortunately at the time of their discovery there was no method of preparing them synthetically and Kerschbaum did not succeed in obtaining the two lactones synthetically in the pure state. However, starting with the silver salts of the corresponding bromo-acids he was able to obtain extremely small yields of oils with a musk odor, which on the basis of their physical properties, could have been only very impure lactones.

In order to study the odors of the pure lactones, Ruzicka and Stoll[6] prepared them by the oxidation of the corresponding ketones with Caro's acid. This method gave a 50% yield of angelica lactone from cyclopentadecanone. However, it failed completely when we tried to prepare a homoisoambrettolide from civettone or an isoambrettolide from norcivettone.

A few years later, Hill and Carothers[7] with the aid of their special method discovered another group of many-membered rings, the dicarboxylic esters (VI) and carbonates of glycols(IV). These compounds are different from the lactones by the fact that they have *two* heterocyclic oxygen atoms and also by the difference in odor. In odorous relations, the dicarboxylic esters(VI) correspond to the dilactones(V) which are formed as by-products in the preparation of lactones(I), while the carbonates(IV) are related to the isomeric oxidolactones(III). The latter are more stable than the former since the carbonate group noticeably increases the ease of ester exchange. This follows directly from the ease of formation of the monomeric carbonates from the polymers.

From the known experimental data available, the following conclusions regarding the relation between odor and the constitution of many-membered ring compounds can be drawn:

1. In order for the musk odor to be present in any form, the basic ring structure must contain at least 14 and less than 19 members and at least one carbonyl(C=O) or imino(=NH) group. Section B=ketones).

(*Continued on page 336*)

TREATMENT LINES

The sale of all the items in a treatment line to every user of any product in the line is the goal for which every manufacturer of a treatment line strives. Sets of small sizes in sets is one method widely used, but this does not always do the job.

Certain prominent cosmetic firms sell what are commonly called treatment lines, which means that sales effort is directed toward selling a group of items for specific purposes, rather than a series of unrelated preparations. Most of these companies have been successful, not by virtue of the fact that a whole group of cosmetics can easily be sold as a unit sale, but simply because the treatment idea gives them an entering wedge with which they are able to sell more than one item to the same customer.

Treatment sets costing from five to ten dollars a unit, however, have not been conspicuously successful as compared with the business done on individual items. There is some quirk in a woman's make-up that will cause her to balk at an outlay of ten dollars for a single cosmetic purchase, but she can be persuaded to spend twice as much in the purchase of the several individual items that go to make up the treatment—and more besides. Perhaps it's the shopping instinct.

The only treatment sets that have sold in large volume are the one and two dollars "sample" or test kits. Sales of two or three hundred thousand of these during a particular drive are common, but unfortunately they are not profitable. It costs just as much to package a small jar as it does a big one. Size doesn't make *much* difference in the cost of packaging materials. So the effect of a three or four piece sample kit is to triple or quadruple packaging costs—and then there is the box besides.

Some manufacturers are by no means certain that these kits aid in the sale of large containers. Some feel that they do. At all events, whatever the economics of the situation, there is no doubt that the sample kit is an effective means of getting across the treatment idea.

Now, there is a very good purpose behind the home treatment, which has been in no way impaired by the efforts of many individualistic manufacturers to sell creams that are supposed to serve every purpose for which a treatment is required. During a period of re-

EWING GALLOWAY

cession women will try to make one product serve as many purposes as it will, but the moment her income rises, she is fair game for multiple unit sales. She knows that when she goes to a beauty shop for a facial, the operator does not attempt to do the job with a single product, so why should she be led to believe she can do it herself? As a matter of fact the average woman always has on hand, unless she is completely without funds, this cleansing cream, that tissue cream and so-and-so's face powder.

From a practical and a scientific viewpoint there is every reason why a woman should be educated to use all the related products of a given line to accomplish a particular purpose. If the treatment is well conceived, there will be no incompatible chemicals or perfumes likely to cause distress or irritation among the several items. The set will contain just what the woman needs and no more. Unfortunately, treatment sets have been utilized in the past as a means of unloading slow moving or ancient stock and this practice has made women wary of buying treatment sets unless she is pretty sure of what they contain.

Another factor which has tended to retard the sale of treatment sets as units is the practice of including make-up items such as face powder, lipstick, rouge, etc. If only one shade of powder is included, women who cannot use that shade will not buy the set. If sets are made up with different shades of powder the department store will howl because they are obliged to carry excessive stock. Rouge and lipstick should never be included in anything but make-up sets for the same reason.

Still another factor that has impeded progress is the fact that manufacturers do not always give the consumer a break on the price of the set. Instead of cutting the price for the purchase of a group of items, they are likely to do just the opposite and increase it, hoping to justify the increase by providing a fancy box or an overnight bag to carry the merchandise.

One way of doing the merchandising job would be to provide the department stores with the treatment boxes and then advertise a particular treatment or a series of treatments with a substantial discount for the purchase of an entire group of products. This would enable the woman to select her own items, and thus, she would be able to obtain her own shade of powder, lipstick and rouge. It is only by some such method that make-up items can successfully be included in treatment sets and sold on a volume basis.

The most widely used treatments are the following:

Normal Skin Treatment: Cleansing cream, foundation cream or lotion, skin tonic.

Dry Skin Treatment: Cleansing cream, tissue cream, powder base lotion or cream (not vanishing cream types) skin tonic.

Oily Skin Treatment: Cleansing cream or high grade toilet soap, astringent cream or astringent powder, (uncolored and unscented for night use), astringent lotion.

Blemish Treatment: Cleansing cream, acne cream, acne lotion, medicated powder. The latter should be a light rachel or not colored at all as it is intended for night use.

These are the principal treatments. There are many more of course, such as hand treatments and wrinkle treatments, in addition to which, are the make-up and manicure sets. The best course to follow is to have a few good treatment sets and make them as effective as possible without including too many items.

Many Membered Rings and Musk Odor

(Continued from page 334)

2. A second carbonyl group completely destroys the odor. (Section E=diketones).
3. The substitution of one ring member by a heterocyclic oxygen atom increases the intensity of the odor and displaces it in the direction of ambergris. (Section A=lactones).
4. The substitution of two or more ring members by heterocyclic oxygen atoms decreases the intensity of the odor and renders the tonality coarser. (Section C=oxydolactones and carbonates).
5. If the ring contains two heterocyclic oxygen atoms in addition to two carbonyl groups the compounds have a faintly sweetish odor remotely resembling musk. Nevertheless, the odor is stronger than that of the diketones. In going over from diketones to diesters the same increase in odor is observed as in going from ketones to lactones. (Section E=dilactones and diesters).

From this it is evident that *the lactones are the most interesting compounds in the series*, from the point of view of the production of the musk odor. This fact impelled us to solve the problem of the direct lactonization of w-hydroxy acids. After many attempts we were able to work out a simple method for the preparation of all the derivatives of many membered lactones in theoretically good yield. The pure, saturated, unsaturated (ambrettolide) and alkylated[10] lactones, dilactones and oxidolactones were tested for their odorous properties. This investigation showed that by far the best musk odor was given by the 16-membered cyclic lactone of 15-hydroxypentadecanoic acid (Exaltolide). Only ambrettolide (in pure form) showed itself to be of equal quality. All the other lactones had either weaker or less fine tonalities.

As in the animal kingdom, so in the plant world, nature selected the finest and most interesting of all the possible compounds for her purposes.

For the perfumer, the monoketones and monolactones offer a greater value than their odor alone. They have an extraordinary power of diffusion, blending and fixation. If they are added in very small quantities to a prepared extract or lotion or to an already perfumed cream or powder, they impart to the odor special strength, tenacity and particular smoothness.

This property is especially noteworthy since the amounts of the cyclic ketones and lactones necessary are very small. On the average the following quantities are used:

0,5 g for 1 liter Extract
0,3—1,0 g for 10 " Lotion
1—4 g for 100 kg. Cream or Powder.

In order to judge the improvement correctly it is recommended that the preparation be tested in very thin layers as it is applied to the skin.

This property also allows a reduction of the percentage of oils used to perfume a cream or powder. In addition to the saving achieved in this way, the risk of skin irritation by such oils is also diminished.

The diffusing, blending and fixing power decreases when the musk odor diminishes. The oxidolactones have only a weak action while the diethers and carbonates have no action at all.

Our present knowledge of the physiology of smell does not permit any explanation of this "catalytic" action of the many-membered cyclic ketones and lactones.

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Aniseed Oil Shortage

(*Continued from page 319*)

The local Chinese dealers, it is reported, have covered their sales by purchases in the interior of China. But these dealers have difficulty obtaining their purchases of oil when the time for delivery of the oil to them arrives. This is for the reason that the holders of the oil will not part with it to the dealers without payment being made in silver. The local dealer is hard put to make payment in silver, for even though he might obtain the silver by paying a high premium for it, he is still unable to effect payment with it since the Hongkong Government on October 9, 1935 placed an embargo on the export of silver.

A late cable received here indicates that the situation is still unchanged and that the Kwongsai Government Monopoly is quite unable to supply this oil. Fears are expressed that further delays are likely owing to forces beyond control. Efforts are being made to hurry shipments but no guarantees can be made, and shippers will have to work out this problem as best they can.

This situation is naturally reflected in the spot market, where considerable anxiety is felt on the part of those dealers here who have found it necessary to replenish their stocks. Prices have been on the firm side during the past few months and have lately advanced to 57c per pound.

Vitamin F in Skin Creams

(*Continued from page 328*)

Probably the most immediate response to the use of a skin fat patterned cream is the elimination of all minor blemishes and the restoration to the skin of a healthful resiliency that is noticed prominently by the user. Such creams are absolutely not irritating. To the contrary, they have an exceptionally soothing and grateful emollient effect. Their tendency is to bleach the skin slightly. In a number of years of use of such preparations probably the greatest endorsement that has voluntarily accumulated is the universal expression to the effect that the creams have prevented eruptive and exfoliative blemishes to which the subjects have previously been unusually susceptive.

Our study indicates that just as the addition of cholesterol has done much to enhance the value of skin creams, it appears scientifically justifiable to give equal consideration to the similar addition of lecithin and to give still more consideration to the greater addition of the unsaturated fatty acids that have been designated vitamin F. Accumulated analyses from many sources indicate positively that vitamin F is an exceedingly liberal constituent of the normal skin fat; and the skin cream that can quickly restore the lipid requirements of the integument reflects to the credit of the cosmetic art and industry and to a firmer foundation for the biochemistry that underlies the preparation of aids to beauty.

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DRUGGIST'S SUPPLY CORP. MEETING

CHAS. MacCAULEY
Pro-phy-lac-tic Brush
KEN BONHAM, D.S.C.

CHARLES McLAUGHLIN, John B. Daniel, Inc.

"DOC"
NEWCOMB
N.W.D.A.

BEN RICHARDSON
San Antonio Drug

A. S. RAYMOND
Lincoln Drug

ZEKE TAYLOR, JR.
Coleman-Meadows Pate

H. M. HEWITT
C. D. Smith Drug

M. C. TRICHELL
Goode-Cage Drug

DAVE KALTMAN
D. Kaltman & Co.

G. J. TYNDALL
Geo. L. Claflin Co.

B. M. WHALEY, Meyer Bros.

J. MAHLON BUCK
Smith, Kline & French

A. W. NUSS, Albers Drug

ALVIN McPIKE
McPike Drug

BOB WHITE
Davis Brothers Drug

MARTIN SUTTON
Mooney-Mueller-Ward

BUD BLOOM, Coty

S. J. REDDING
Scott Drug

PHIL SIMONS, JR.
Chas. Hubbard Son

BUD BLOOM
Coty

J. M. PENLAND
Southwestern Drug

P. C. MAGNUS
Magnus, Mabee & Reynard

THE ANNUAL MEETING OF THE DRUGGIST'S SUPPLY CORP. WAS HELD AT THE HOTEL PENNSYLVANIA, NEW YORK, FROM MONDAY, FEBRUARY 17, THROUGH FRIDAY, FEBRUARY 21. HERE ARE "CANDID CAMERA" STUDIES OF SOME OF THOSE WHO ATTENDED THE MEETING.

DICK DUNN, Dick Dunn Co.

PERLEY HAYES, Justice Drug
RALPH WEIRICH
Lincoln Drug

BILL MOONEY
Mooney-Mueller-Ward

GEO. LETEICQ
Penn. Whise. Drug

W. S. GALLAGHER
Morris-Morton-Schaap

CHARLES FIERST
Gilmore Drug

DON CLEMENT, Coty

BILL BUTTRICK, Amerith

ANDY GEER
Geer Drug

CHRIS OSMERS, Tacoma Drug

M. R. JOHNSON
Gilman Bros.

BOB HERMANN
Heinrich, Hermann & Weiss

E. E. MANIER
Meyer Bros.

JULIUS SCHMIDT, JR.
Julius Schmidt Co.

DICK ERENTAL, St. Denis

J. W. ROBERTS
Henry B. Gilpin

TOM C. SHEEHAN
Durham-Duplex

W. F. ENRIGHT, I. L. Lyons

R. L. HANSON
Chas. Loich & Co.

TEDDY LYONS
I. L. Lyons & Co.

S. J. REDDING
Scott Drug

ROGER FARR
Pro-phy-lac-tic Brush

F. W. WEBB
Southern Drug

ASSOCIATED CHAIN DRUG STORES
ED HICKS
MARTIN KAUFMAN
DICK ULMER
HAL PROSKEY
O. C. OLIN
PETE MAHLMEISTER
TOMMY ADKINS
HARRY BADANES
C. H. LESSER
FRED BALLANTINE
WM. SOLOMON
DOMINIC WALSH
GEORGE McNAMARA
J. W. KASSIN
RALPH GOLDMAN
NATE SHAPERO
ED KINSELLA
BILL NEILSON
GUY SHOEMAKER
J. J. TOOHY
GEORGE RICHART
GLADYS LEWIS
FRED and HARRY GRIFFITHS
ED PLATTER
HERB PHILLIPS
BILL MATHEE
HARRY HAUS

THE ASSOCIATED CHAIN DRUG STORES HELD ITS ANNUAL MEETING AT THE HOTEL PENNSYLVANIA, NEW YORK, FEBRUARY 10, 11, AND 12. THE PHOTOGRAPHS, SHOWN ON THESE PAGES ARE "CANDID CAMERA SHOTS" TAKEN BY TOILET REQUISITES ON THE SCENE OF ACTION.

MERCHANDISING NEWS

"Air-Spun" Sampler

Coty is sampling "Air-Spun" with a miniature "Powder-Puff" box attached to a handsomely decorated card as shown here. The card is necessary in order to carry the advertising message which, obviously could not be crowded on to the surface of the small box.

These samplers Coty has been distributing to retailers is about a ratio of two to each one of the regular-size boxes stocked. The retailer in turn passes them on to the customer using whatever method he believes will do the most good in promoting sales of the regular-size package. It is reported that these samplers cost Coty about 4½ cents each. The new "Soleil d'Or" shade is the one featured in these samplers.

Marketing Opportunities

Here is a manicure preparation that would make an interesting specialty for manufacturers who are interested in developing volume items. This product is a cream used to remove nail polish. It does not cause the nails to become brittle nor does it dry out the cuticle. The cream is very pleasant to smell and is ivory in color. We feel that it is a good item, not only because it is effective but also because its nature is such that it could be sold as a specialty without reference to any other manicure preparations. The inventor is interested in selling the formula outright or on a royalty basis, and would like to get in touch with reputable manufacturers.

Another cosmetic manufacturer, who claims to be making a net profit of $5,000 per year, but who feels that he is hampered because he has no suitable merchandising set-up, is anxious to sell all or part of his business or merge with some organization having a suitable merchandising staff.

If any of our readers are interested in either of the above propositions, we shall be delighted to pass your communications along to the proper parties.

Baltimore Agent

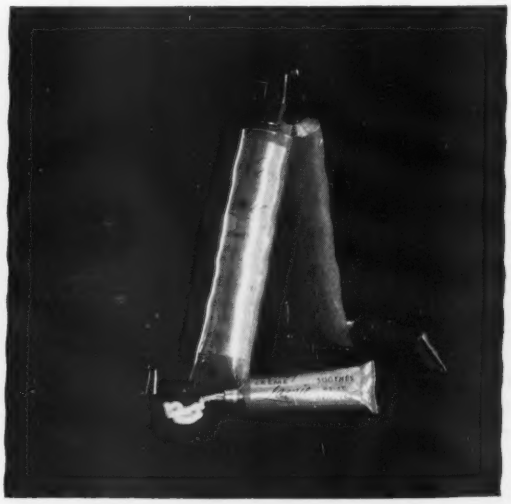
J. W. Trost of Collier & Trost, Baltimore, is interested in contacting cosmetic manufacturers with lines selling from 10 cents to $1. According to Mr. Trost, his company thoroughly covers the wholesale drug trade, large department stores and chain stores in the Baltimore territory and could do a good job as agent for manufacturers of this type.

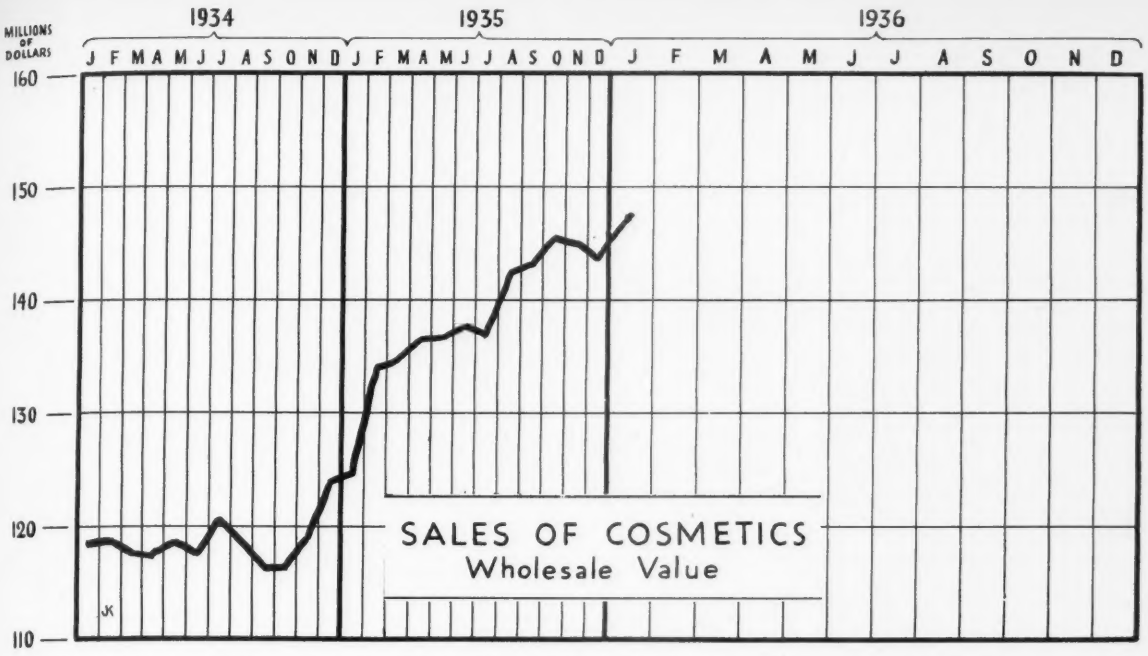
Nothing Over 40 Cents

Some months ago we said that Woolworth was contemplating a change in policy which would permit the merchandising of items retailing as high as 40 cents. Now a definite announcement has come from the comcompany stating that such will be the case and that items of this industry will be included.

Bourjois Promotion

The success of Bourjois' promotion on "Evening in Paris" last year is too well known for comment. This year the company is using the same type of promotion, with a combination package of the "Evening" face



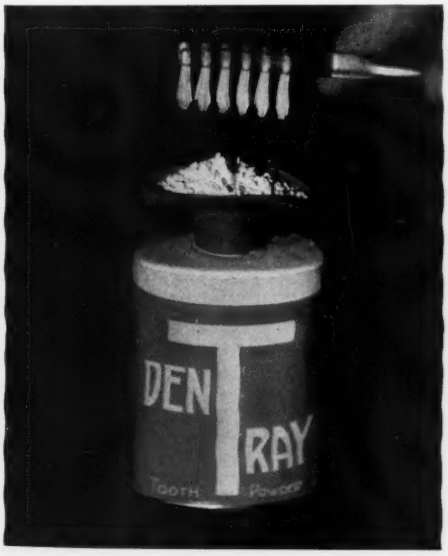

1934
1935
1936
MILLIONS OF DOLLARS
J F M A M J J A S O N D J F M A M J J A S O N D J F M A M J J A S O N D
160
150
140
130
120
110
SALES OF COSMETICS
Wholesale Value

Wholesale sales of cosmetics hit a new high for the 12 month period ended January 1936. This figure was $147,573,000, comparing with $143,724,000 for 12 months ended December 1935 and $124,431,000 for the 12 months ended January 1935. The January 1936 figure is thus 2.7% higher than the one for December 1935 and 18.6% above that for January 1935.

powder with two bottles of perfume—"Springtime in Paris" for day time use and "Evening in Paris" for after dark—the entire combination to retail at $1.10.

Tooth Powder and Tray

Here is a new idea in merchandising tooth powder which is being used by the Dentray Co., New York. Each package carries a molded tray, similar to that shown, which acts as a combination closure and dispenser, fitting down over the neck of the can. To use, you slip the tray off, pour the tooth powder on to it, and then dip the toothbrush into it, *not* into the hand, in which way, according to Dentray, you get no germs. Dentray further believes that each member of the family should have his own tray.



Dr. West Sales

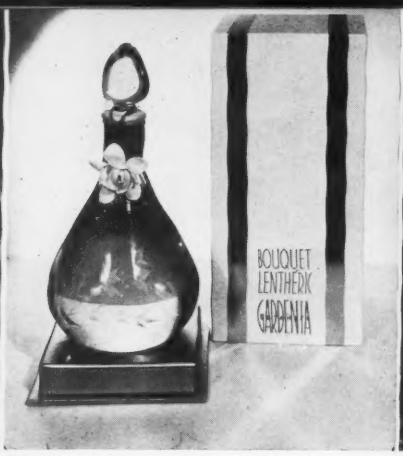
In 1935, Dr. West sold 58,865 gross of tooth paste, while a total of 51,000,000 tubes have been sold since it was first marketed in 1929. Sales of Dr. West's Tooth Paste in Gross: 1929, 55,757; 1930, 28,792; 1931, 37,627; 1932, 48,923; 1933, 55,846; 1934, 69,031; 1935, 58,865.

The number of tubes of Dr. West's Tooth Paste sold in eight cities of the United States on a per capita basis as related to native white population, disclosed the following figures:

	Tubes of Paste Sold	*Native White Population*	*Number of N. W. Persons Per Tube*
Chicago	1,149,840	3,655,642	3.18
Seattle	274,320	909,712	3.32
San Antonio	176,832	597,702	3.38
San Francisco	460,080	2,027,676	4.41
Portland	225,360	1,034,701	4.59
Buffalo	197,136	947,772	4.81
Denver	90,144	1,231,628	13.66
Des Moines	31,392	928,265	29.57

In Atlanta, Ga., a slide showed the annual sales of tooth paste amount to 1,190,000 tubes. Of this amount, 74,300 tubes of Dr. West's paste or 6.24 per cent. of the total are purchased.

A survey, made in September-October, stated that Dr. West enjoys 7.3 per cent. of the total tooth paste sales of the country, being third in point of sales volume. All of these figures are based upon surveys made for Dr. West and released by that company.



HUDNUT'S Rose Cream Mask is a delightful preparation for a quick "pick-up treatment," very firming to the skin and excellent for flaccid contours.

LENTHERIC'S Gardenia Bouquet adopts a flower neck line for its spring debut. Gardenia Bouquet is a lighter, hence daytime, version of the Gardenia de Tahiti perfume introduced last fall by Lentheric.

ELIZABETH ARDEN presents Hand-O-Tonik, a delightfully fragrant lotion for keeping the hands and arms beautifully soft, white and smooth.

HINDS is now marketing an "Improved Non-Sticky" Honey and Almond Cream. Suitable changes have been made on both front and back labels to describe the new features of this well-known product.

GLAZO NAIL LOTION is an entirely new type of preparation, designed to correct brittle nails and dry cuticle.

LUSTRE-WASH is a new hair wash that is not a soap, and is said to be different from any packaged product on the market. Colors of the package are contrasting green and white, the green matching the color of the liquid. Label has painted on effect, allowing the liquid to show through the transparent lettering.

A perfume that fascinated both Josephine and the Emperor Napoleon is again offered by PARFUMERIE DE RAYMOND as Bouquet J-B.

Sunset is a new shade added recently to the ELMO lipsticks; for the brunette, titian, and the suntan of the outdoor woman.

JACQUES KREISLER SALES CORP. presents the Venetian Vanity. This vanity has several unusual features: opens automatically, and has an adjustable mirror, so that there is no loss of powder when tilting the compact.

JEWEL LIQUID SHAMPOO, distributed by the Jewel Tea Company, Barrington, Ill., is packaged in a shaker-top bottle containing depressions to fit the fingers. The bottle is closed with a molded plastic screw cap. Photo, courtesy Armstrong Cork Products Company.

As a floral tribute to Spring COTY announces the new perfume, "Le Nouveau Gardenia," which is presented in flacons of chaste, simple beauty. It comes in two sizes encased in a gift box.

PARFUMERIE ST. DENIS presents its Lavender and Gardenia Eau de Cologne in a new and extremely attractive wicker-covered bottle containing six ounces.

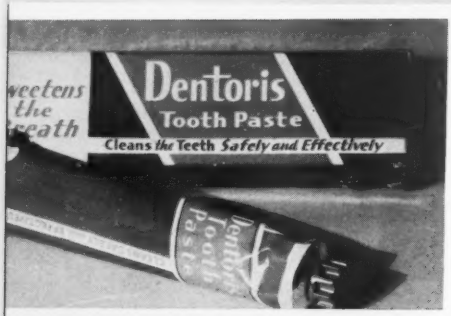
MARY DUNHILL'S newest product is the "Perl-Top" lipstick. It comes in six different colored cases.

PARFUMS WEIL announces a new perfume with an unusual name, in a bottle of classic simplicity. They call it "Cassandra," and the bottle is a slender Ionic column of hand-cut crystal with gold lettering. The perfume is a floral bouquet.

A new manicure set by CHRISTY, INC., Newark, N. Y., packed in a compact box of molded plastic recently appeared on the market. Four bottles of polish, polish remover, cuticle oil, etc. nest into triangular recesses in the base, along with the usual orange-wood sticks, emery boards, etc., and a tight fitting friction cover slides over the top. Photo courtesy General Plastics.

The "Three Silent Messengers," a trio of BOUQUET LENTHERIC fragrances, are forever appearing in some new guise. This spring it is more properly a "disguise" for they are going about under cover of a masquerade scene. This trio includes Tweed, Miracle and Gardenia de Tahiti Bouquet Lentheric.

Another addition to the BARBARA GOULD treatment line is the Barbara Gould Plastic Cream. The jar contains four ounces and is distinctive in design and color.



A new and attractively packaged line has recently been placed on the market by CHRYSON'S. Their theme is "Skin care and skin health made simple but effective by Chryson preparations."

The month of April will find RIGAUD'S famous perfume in a smart new dress that is as rich as the odeur itself. Sales of Un Air Embaume, which have been steadily on the rise, should spurt when the public sees this new leather-like golden drop-front box with chic black trim.

DENTORIS TOOTH PASTE is being marketed in a handsomely-decorated tube and carton, with a distinctive molded cap. Courtesy New England Collapsible Tube Co.

HOLLAND RANTOS has added a douche powder to its line packaged in a tan suede-finish set-up box, wrapped in transparent cellulose.

MARTINE HAUBRET is offering an Introductory Set, which contains regular sizes of cleansing oil, baume, finishing lotion, cake of herb soap and 3 sachets. The finishing lotion has recently been added to the line.

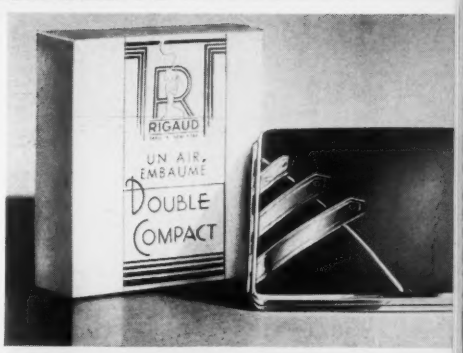
E. R. SQUIBB & SONS have repackaged their Baby Powder in a new and larger tin. Two beautiful heads by Maud Tousey Fangel, famous baby artist, against a background of light blue, make the container outstanding.

A new bath ensemble by ALLEN B. WRISLEY consists of perfumed bath crystal water softener, after bath talcum with puff, and a large cake of bath soap, all in refreshing Lilac fragrance.

Another contribution to the group of accessories of MARY CHESS is her new dusting powder. It comes in a square box of generous proportions, hinged lid, and contains a puff of genuine lambs' wool.

J. T. BAKER CHEMICAL COMPANY are now packing their entire line of prescription chemicals and chemical reagents in bottles closed with molded Durez screw caps molded with the trade-mark by Armstrong Cork Products Company.

LUXOR, LTD., are working to focus the attention of users of Luxor Complexion Powder on the new Hand Cream. This is being accomplished by a generous sample of the cream with each box of Face Powder. Also given with the package is a booklet on the care of the hands.

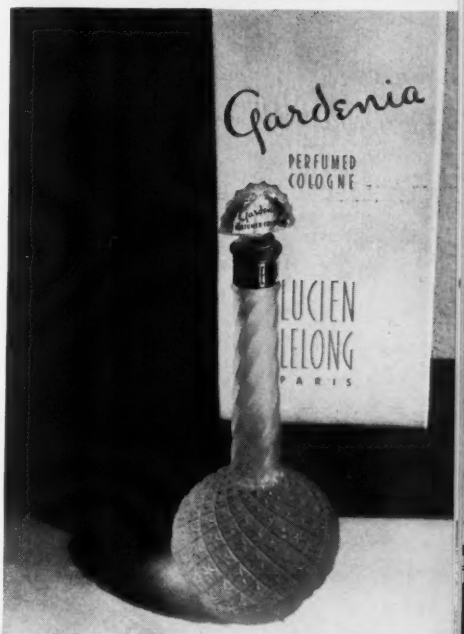


DR. ELLIS WAVE SET is being merchandised in combination with a radio program over NBC wave-lengths. A feature of the campaign is a thirty day sale of Wave Set and the 4-in-1 Scalp Treatment for a combination price of 20c.

There is an elegance unmistakably French in this new black and gold double compact by RIGAUD, to retail at $2.50. Thin as a watch, with sunken portal for rouge and loose powder; polished metal mirror between. Un Air Embaume odor.

ADLERIKA COMPANY, St. Paul, Minn., have modernized their package in a manner which will keep the many users and gain new ones. Photo courtesy Owens-Illinois Glass Company.

LUCIEN LELONG'S Gardenia Cologne is new, delightful, and lasting. It comes in four and eight ounce bottles.



BOURJOIS is offering Springtime in Paris perfume in a purse flacon. A light, vivacious and gay fragrance in a nonbreakable purse vial with a light blue bakelite cap and pink and blue tassel.

PETALSKIN TOILETRIES is offering Petalskin Face Cream, a combination of an emulsified cleanser and a tissue cream, and Petalskin Hand Cream. Other items will be added from time to time.

Distinctive Convenient

THIS MODERNIZED EMBOSSED-TOP CORK HELPS WIN SALES!

ARMSTRONG'S Embossed-Top Corks express the three fundamental duties of every modern closure. 1. THEY ARE CONVENIENT . . . easy for the consumer to remove and replace. 2. THEY PROVIDE A SECURE SEAL that safeguards the quality of the packaged product. 3. THEY ARE PLEASING TO THE EYE . . . harmonizing in color and design with other packaging units.

Armstrong's Embossed-Top Corks win the approval of feminine users every time because they are so easily removed and replaced. A simple little twist with the fingers does the trick. That's why Michel Gourland selected an Armstrong's Embossed-Top Cork to seal the attractive Lait de Cologne package reproduced above.

Armstrong carries a wide range of colors and stock designs in Embossed-Top Corks to fit average packaging requirements. Private designs and trade-marks can be embossed on the wood tops at little added expense. Write for full information, samples, and prices. Armstrong Cork Products Company, Closure Division, 913 Arch Street, Lancaster, Pennsylvania.

Armstrong's EMBOSSED-TOP CORKS

PACKAGING NOTES

Three Part Plastic Jar

The latest development in plastic jars is a three-part, air-insulated, lightweight container. The inner bowl holds the ingredients, the outer bowl holds the inner bowl and forms the outer wall of an air chamber, and the molded cap screws on to the inner bowl.

The inner bowl is said to be made of nonhydroscopic, tasteless, odorless and non-fugitive material that has successfully passed all tests with particular respect to the unusual conditions encountered in the packaging of cosmetics, pharmaceuticals and formulae comprising high percentages of natural fruit juices, water, animal fats, mineral and vegetable oils and glycerine, etc.

"The outer bowl and cover can be made from any of the quality molding compounds possessing the proper characteristics to meet the individual specifications of the client.

"The scheme of construction used and many variations thereof have been thoroughly covered by patent applications.

"No cement or adhesive agent of any type is used in the assembly of this container; the assembly is purely mechanical, thereby avoiding all odors or contamination.

"Inner bowls can at this time be furnished in only three colors, white, red and black. Outer Bowls and Covers in all colors available in other materials, hence a wide variety of two and three color combinations are available.

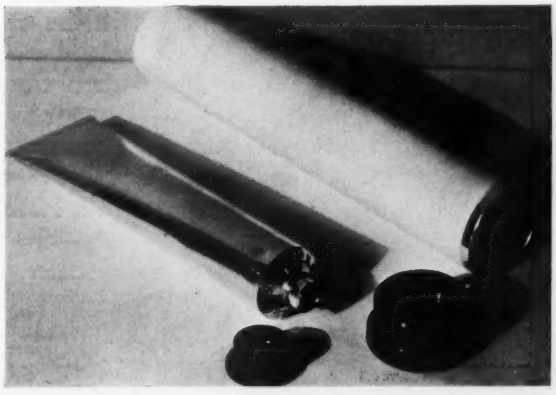
"These containers are so designed that the bottom of any size will fit to the top of the cover of the same size and thereby insure more secure stacking for display purposes."

The photograph shows one of the containers before assembly but no black and white picture can do justice to the lovely color combinations which can be worked out using a different color for inner shell, outer shell and cap. Colt's Patent Fire Arms Manufacturing Co. of Hartford, Conn., is responsible for this new development in plastic containers.

Tube Developments

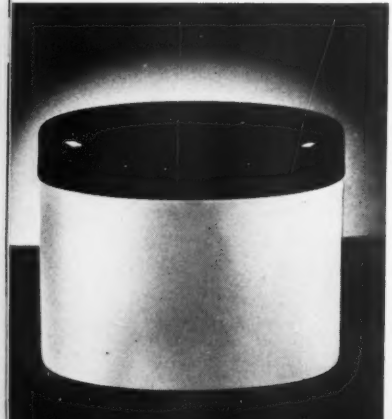
Here's an interesting answer to the irate householder who complains that the cap is hard to engage on the thread of his toothpaste or shaving cream tube. The smooth, unthreaded neck allows the cap to slip on without lost motion.

Alongside is an interesting application of the collapsible tube. The shell of pure tin is knurled over the edge of an inner tube of heavy paper, making a substantial container. Globe Collapsible Tube Co. has the exclusive license on the use of this construction in tubes, while it owns the patent on the threading mentioned above.



SHE KNOWS VALUES

The modern woman! Trust her acceptance, then, of Hazel-Atlas Opal Jars, the container she looks for, when she buys cosmetics. So many quality products are packaged in the endless variety of Hazel-Atlas Opal Jars, so great is the modern woman's enthusiasm for their smart, cleanly, black and white containers, that even a new and unknown product, when launched in a Hazel-Atlas Opal Jar, is already well along the road to profitable sales.



HAZEL-ATLAS GLASS CO. WHEELING, W. VA.

"Dew-Dab"

Something quite new in pocket perfume dispensers has recently been put on the market by Lentheric, Inc., of Paris and New York.

"Le Dew-Dab" is a satin-finish gilt metal shell into which hermetically sealed refill flacons are inserted. The seal—which is leak-proof and pilfer-proof—is opened automatically when the bottle is inserted; but the perfume remains hermetically sealed until the dispenser cap is removed. When the device is turned upside down, and light pressure is applied on the bottle, one single drop of perfume is dispensed.

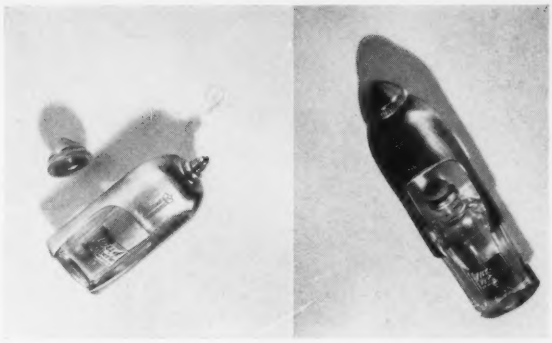
The Dew-Dab—created and developed on a patented principle by C. W. Barton Management Corp.—is unique in that it employs no mechanical gadgets of any kind. This principle of dispensing is applicable to many other liquids and—in a modified form—also to many powders. Shape, size, and design of the packages and dispensers vary, of course, with the various products for which the method is used.

Window Display Contest

According to R. S. Rileigh, chairman, National Advertising division, International Association of Display Men, April 1-6 is "National Window Display Advertising Week" at which time photo contests of best window displays of manufacturers' products will be conducted.

"Pressules"

Squibb is marketing its ephedrine compound for intranasal use in "pressules" the smallest collapsible tubes we have ever seen. Each "pressule" has a small stopper which you pull out, insert the neck of the tube in the nostril and squeeze. These are by all odds the cutest packages of this or any other year and, as constant readers will note, another evidence of the single-dose or "nip" packaging which we have been shouting about for over a year.



Colgate's Baby Powder

Colgate-Palmolive-Peet is marketing a new baby powder, known as the Colgate Borated Baby Powder, in 10 and 20-cent sizes. The new powder contains the Italian talc and boric acid, and is marketed in attractive metal containers with perforated tops. Each container bears a reproduction of a water color painting of a baby from the brush of Maude Townsey Fangel. The 10 and 20-cent sizes contain two and four ounces of powder, respectively. By buying the new product direct, dealers may realize thirty-three and a third per cent. profit on either size.

Molded Flange Closure

Mundet solid molded flange closures now feature an exclusive construction principle which permanently anchors the molded flange top to the cork. Circle illustration gives view of this construction. Molded center pin with ribbed sides grips the cork securely, insuring a perfect closure for efficient re-sealing. This transparent cork illustrates the principle involved.

"Super-Soft" Pepsodent

Pepsodent Co. is introducing a new "Super-Soft" High Polish Pepsodent Tooth Paste, which the company claims, "possesses properties for 'high-polishing' the teeth to twice their brilliance, making the teeth look whiter twice as long, and doing the job safely because of the "Super-Soft" consistency of the paste."

Lambert "Glida" Deal

Lambert is making a special offer to druggists enabling them to give their customers a rubber-lined, "Glida" fastened, moire cosmetic bag free with the purchase of a large bottle of Listerine. The special deal includes two dozen 14-oz. bottles of Listerine, one dozen 7-oz. bottles, two dozen 3-oz. bottles, costing the dealer $19. Twenty-four of the bags go with each unit.

Colorful Plastic ROUGE BOXES

Are you looking for finer, more attractive, more appealing rouge and eye-shadow containers, which cost no more than ordinary ones?

Norton Laboratories has them. Carefully molded, carefully finished, in every color of the rainbow, and in a variety of sizes and styles—these Norton rouge boxes appeal instantly to every type of woman. They convey an impression of richness and craftsmanship.

Finely-tooled designs can be engraved in cover or base, and contrasting colors can be applied in the designs. Or you can use stock containers with rich, smooth, undecorated covers, using conventional labels. Sizes available are ⅛, 1/16, 1/30, oz.

Just jot your name and address on the coupon below.

NORTON LABORATORIES, Inc.
LOCKPORT . . . . . NEW YORK

NORTON LABORATORIES, INC.
LOCKPORT, N. Y.

Please send samples and prices of your plastic rouge boxes as marked below:

Capacities.....Colors.....Engraved.....Stock.....

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NAME

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ADDRESS

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CITY

A SERVICE FOR BUYERS OF *Collapsible Tubes*

No container surpasses the collapsible tube in safety, convenience and in the matchless beauty of brilliant color combination.

Where your product is a cream, a cosmetic requiring a beautiful, well-designed container that will give individuality and personality to your product, let our design department cooperate with you in developing a striking container.

Our fifty years experience in the manufacture of collapsible tubes is cordially placed at your disposal.

WHITE METAL MFG. CO.
HOBOKEN, NEW JERSEY

COLLAPSIBLE TUBES *and* BOTTLE SPRINKLER TOPS

New York Office:	Chicago Office:	Detroit Office:
F. L. Butz	Charles A. Rindell, Inc.	R. M. Stevenson
393 Seventh Ave.	64 West Randolph St.	506 Donovan Bldg.

A FIXED STAR TO STEER BY

Just as the old mariner needed a fixed star to maintain his course in uncharted seas . . . so the modern perfumer needs a fixed standard of quality in raw materials to maintain his position in the uncharted seas of modern competition.

There are three reasons why more and more perfumers and toilet goods manufacturers are steering their courses by Givaudan standards. First, Givaudan's reputation for quality gained by experience covering more than 35 years. Second, Givaudan's service facilities and modern manufacturing equipment which are ample to meet the most exacting demands. Third, the fact that every Givaudan product is continually checked and rechecked in the process of manufacture to establish and maintain uniformity.

May we send you information and samples of any of the following products to prove their quality?

Eugenol
Hydroxycitronellal 100%
Musks—Artificial
Phenylacetaldehyde Pure
Amyl Cinnamic Aldehyde
Citronellol
Rhodinol Extra

Irisones
Geraniol
Phenyl Ethyl Alcohol
Terpineol
Heliotropine
Aubepine

GIVAUDAN

DELAWANNA INC.

80 FIFTH AVENUE, NEW YORK, N. Y.

Novo Gardenia

A NEW ARRIVAL IN THE NOVO FAMILY!

THE Novo family of all-purpose oils was created to help you get order out of odor chaos in your perfumes, powders, lipsticks, creams, etc. It is a series of odors so constituted and so priced that you may make use of them in every variety of toilet preparation.

Encouraged by the success of Novo Rose, Novo Jasmin and Novo Fougere, Givaudan now announces NOVO GARDENIA, an oil which faithfully reproduces the odor of the popular Gardenia. It is a complete perfume in itself, having all the necessary fixatives to insure the proper tenacity . . . and at the same time it can be used in scenting face powders, creams, lipsticks, lotions and other cosmetic products.

Gardenia is always popular. Let us show you how this new all-purpose oil will help you solve the problem of conflicting odors in your lines. Samples, of course, are available on request.

GIVAUDAN

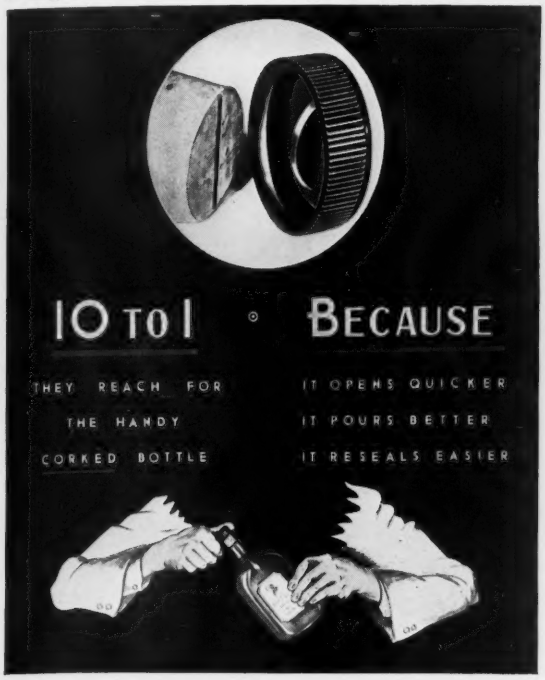
DELAWANNA INC.

80 FIFTH AVENUE, NEW YORK, N. Y.

Branches: Philadelphia Los Angeles Atlanta Cincinnati Detroit Dallas
Baltimore New Orleans Chicago San Francisco Seattle Montreal Havana

DODGE *Closures*

Designed to Guard the Integrity of the Contents



EASY does it

A twist of the fingers, a slight pull—the Dodge Molded Flange Cork is out. A twist of the fingers, a slight push—it's in. The patented Dodge fin construction takes the strain involved in twisting the cork in and out of the bottle. As a result of this fin construction the top and cork will not come apart. Here indeed is a happy combination of molded cap smartness and natural cork sealing efficiency. Drug and cosmetic manufacturers can readily use Dodge Molded Flange Corks with applicators. If you want a closure that seals easily as well as securely, send us your bottles. We'll be glad to fit them.

Dodge Molded Flange Corks are ideal for applicator use.

DODGE CORK CO., INC., LANCASTER, PA.

This carton has "SHELF APPEAL"

This package hasn't

Is YOUR PRODUCT PACKAGED FOR SHELF APPEAL?

Proper packaging is of prime importance in modern merchandising. "Shelf Appeal" at the place where your product meets the public means SALES.

This is why the leaders in the Drug Industry prefer the added brilliance that A. C. M. Clay Coated Cartons give to their product. They have found A. C. M. Cartons mean SALES.

Write us and we will have one of our expert consultants give you his opinion and suggestions for improving the shelf appeal of your product—no obligation, of course.

CARTON MAKERS TO THE DRUG INDUSTRY

AMERICAN COATING MILLS INC.

CARTON DIVISION

ELKHART, INDIANA

NEW YORK — 22 East 40th Street

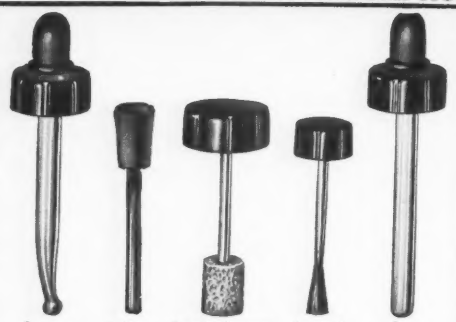
ATLANTA, GA. — William Oliver Building

CHICAGO — Wrigley Building

● GLASS PRODUCTS OF EVERY DESCRIPTION ●

● CAPS ● PERFUME BOTTLES ● PERFUME RODS ● DENTAL & CORN RODS

● PIPETTES ● NAIL POLISH APPLICATORS ● VIALS CAPS AND RODS



for eye washes (patented) | iodine applicator | for deodorants etc. | for nail polishes | for nose drops (patented)

NEW DROPPING PARTS AND APPLICATORS

Glass Products offers these sparkling, smart looking closures for your preparations. Every cap and fitting is carefully matched and guaranteed to give you complete satisfaction. We manufacture a complete line of glass containers, closures, rods and other specialties.

Write for complete literature and samples.

Glass PRODUCTS CO.

13 SO HOWARD STREET

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Chicago, Ill. E. Marx Company 308 W. Washington St. | L. A. Barber 41 S. Portland Ave. Brooklyn, N. Y. | Atlanta, Ga. Warren M. Curry 2895 Beachtree St.

● PIPETTES ● NIPPLE DROPPERS ● BOTTLES ●

ALUMINUM BOTTLES

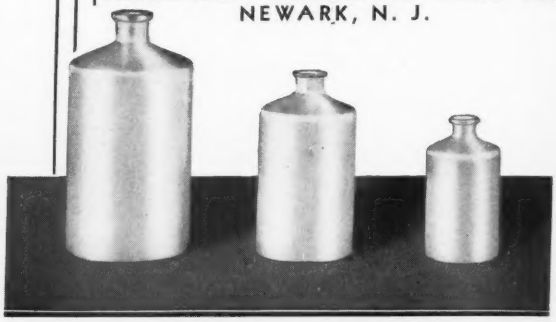
THE MODERN CONTAINER

BREAKAGE ELIMINATED
LIGHT IN WEIGHT
DURABLE
FULL LINE OF SIZES

MANUFACTURED BY

AMERICAN ALUMINUM WARE CO.

NEWARK, N. J.



Rivista Italiana delle Essenze, dei Profumi e delle Piante officinali

Seventeenth Year of Publication

Official Organ of the Fenachimici

Director: Dr. E. Fenardli

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Official Organ of the Association of the Brazilian Perfumers.

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Send for advertising rates and for sample copy.

❖

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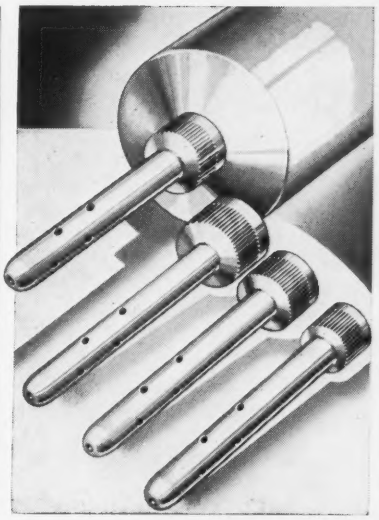
IT'S THE LITTLE THINGS THAT COUNT

Greater accuracy, closer inspection, attention to details—little things, perhaps, but necessary for perfection in a product.

Standard Pile Pipes are an example of the care exercised in the manufacture of all of our products. Our pipes are made of pure metal, with cleanly formed holes assured by a new process. The threads are accurate—the pipes seat firmly on the tube preventing leakage. A chemical washing process leaves the pipes bright and perfectly clean.

We will gladly send you a catalog describing Standard Collapsible Tubes and Applicator Pipes and answer your packaging problem.



STANDARD SPECIALTY AND TUBE CO.

NEW BRIGHTON . . . . . PENNSYLVANIA

NEW YORK REPRESENTATIVE: H. T. Warren, Room 1004, 200 Madison Avenue

RIEGELINE

FOR

TRANSPARENCY

WITHOUT EXPENSE

Riegeline is a newly developed product, combining the economy of ordinary glassine with the transparency of more expensive wraps. It twists well, works rapidly on any wrapping machine, and will not expand in wet weather or shrink to the splitting stage in dry weather.

LIBERAL SAMPLES AND PRICES PROMPTLY FURNISHED

RIEGEL PAPER CORP.

342 Madison Avenue · New York

BOTTLES and JARS

- A full line of bottles and jars always in stock for immediate delivery.
- Available in small or large quantities Jars: Clear, Opal or Colored, in all standard sizes—any quantity from stock.
- Perfume bottles, standard moulds or special design.
- Lotion bottles—many very attractive designs for your immediate use.
- Bottles and jars with and without caps. Let us quote on any size order for any type of bottle or jar.

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YOUTH
Hair tonic
Design Pat. No. 94747
THE CAP
The No-Knurl C.T. Cap—partial or full dome. Aluminum or tin with LL-35 protective lacquer inside. Attractive in plain colors or lithographed.

● You can't beat the combination of a high-quality product and an attractive, sales-producing package. You have the product—we can furnish the package—the kind of package that goes out into the field and *sells* like a true star salesman.

Add the O-I *Invisible Salesman* to your staff. Our complete packaging service can help you. Write Owens-Illinois Glass Company, or its subsidiary, The Closure Service Company, Toledo, Ohio.

OWENS-ILLINOIS *Containers*

CLOSURE SERVICE CAPS

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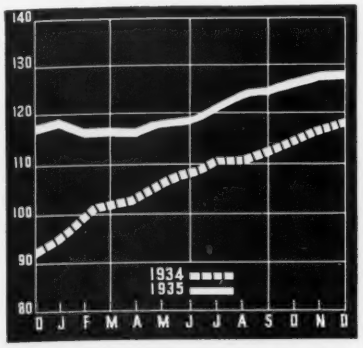
ALCOHOL NEWS

MARCH ★ A Monthly Series of Technical Articles for Chemists and Executives ★ 1936

ETHYL ALCOHOL PRODUCTION



(moving twelve-month averages, 1931=100)

		1935	1934
Production			
1000 proof gals.	Jan.-Dec.	193,415	180,194
	December	17,190	17,065
	November	19,729	19,550
Withdrawals			
1000 proof gals.	Jan.-Dec.	196,198	180,392
	December	15,113	17,163
	November	20,064	19,041

ALCOHOL MARKET AHEAD OF 1934

Production and withdrawals of ethyl alcohol continued through December somewhat above December of a year ago. Cold weather has aided the movement of stocks of anti-freeze alcohol and increasing activity on the part of major consuming industries is expected to account for greater consumption of specially denatured alcohols.

This month the term "Withdrawals" has replaced the usual "Sales" heading in the above table, for the figures represent movement of alcohol stocks from bonded warehouses. Sales of pure ethyl alcohol for industrial use, as well as transfer of stocks to denaturing plants, are included under the heading "Withdrawals" and this term gives a more accurate description than that formerly used.

"SUMMARY AND ANALYSIS" OF STATE LAWS GOVERNING ALCOHOL USE

A "Summary and Analysis" of State laws relating directly or indirectly to alcohol has recently been issued by The Industrial Alcohol Institute, Inc.

This work, known as "Alcohol Under State Liquor Laws" has been compiled by James P. McGovern, General Counsel for the Institute. It outlines and summarizes statutes pertaining to alcohol in all states, the District of Columbia and Territorial jurisdictions. Some reference is made to Federal laws affecting alcohol.

References have been included which direct attention to lack of proper distinction between beverage and non-beverage uses of alcohol in the laws of some States. Rules and Regulations pertaining to alcohol, as set forth by State Authorities, are not included because of their changing nature.

REDUCTION OF ALCOHOL LOSSES POSSIBLE IN PROCESS OF EXTRACTION OF CRUDE DRUGS

*Attention to Handling of Alcohol and to Equipment for Transferring Drug Marc Result in Economies**

Economies in the extraction of crude drugs and pharmaceuticals with alcohol can be effected by improving methods of handling of alcohol and by selecting suitable equipment for transferring drug marc. Losses can be reduced by allowing the minimum exposure of alcohol and marc to air. Most manufacturers find that losses occurring during the extraction of crude drugs amount to between 4 per cent and 8 per cent of the gallonage passed through the drug lot.

In the handling of new alcohol, losses are greatest when the transfer from drums or tanks to process is slow and when storage containers are not properly protected. Economies in the transfer of new alcohol can be effected by employing large capacity pumps for emptying drums and tanks, and by use of air-tight connections.

Attempts to make the percolator "alcohol-tight" have not been entirely successful. Economies in manufacturing cost have resulted from improvements in the system used in transferring the marc from percolator to dreg still. The object of improvements here has been to develop apparatus which will allow minimum exposure of marc to air. Quick handling, of course, is important, and one manufacturer accomplishes this by the use of an overhead trolley and track system. Another suggested method of reducing exposure is to bring the still to the percolator by making the still portable. A third method recommends the use of a traveling hopper slung from an overhead track on the floor below the percolators. Covered chutes receive the marc from percolators on the floor above and thence is transported by the hopper to the dreg still.

To overcome losses due to exposure, steam distillation of the exhausted marc

(Continued on next page)

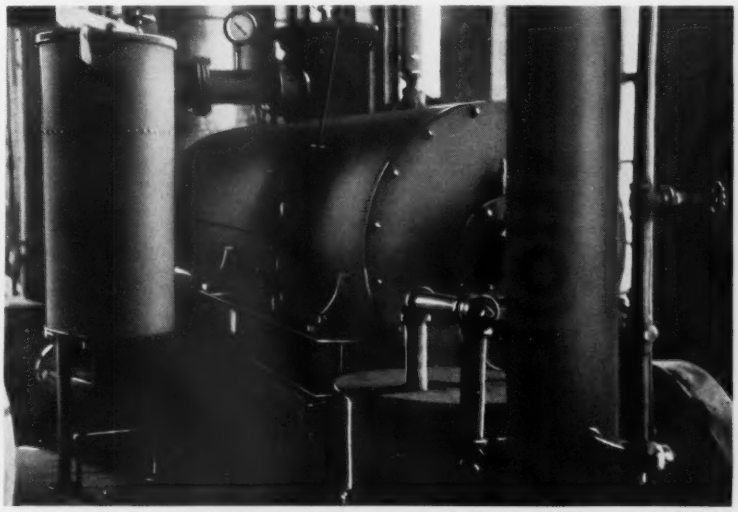
U.S.I. ADOPTS NEW STYLE PINT BOTTLE FOR TAX FREE ALCOHOL

A new style pint bottle for tax free alcohol has been adopted by the U. S. Industrial Alcohol Co. The new bottle is of the conventional round type with screw cap, and it replaces the familiar flat bottle used for the past five years. This change was effected because the round style container is more easily handled in laboratories and stock rooms.

Packed in wooden cases containing either sixteen or twenty-four pints, these bottles are available to school and college laboratories for scientific use, to hospitals, and others properly qualified to secure tax free alcohol.

Pint bottles are especially suitable for laboratory use because of their convenience and economy and because they reduce the likelihood of contamination which can occur in larger units. Small containers have a special advantage to users of Absolute alcohol, which must be kept water-free.

U.S.I. ethyl alcohol 95% or Absolute may also be obtained tax free in 54 gallon drums, 5 gallon drums and in one gallon cans.



VON MIKLOS

ALCOHOL IS RECOVERED from drug marc in the dreg still shown above. This apparatus is used by a large drug manufacturer. Alcohol losses ordinarily occur when marc containing alcohol is transferred from percolators to the dreg still.

Prepared Monthly by the U. S. Industrial Alcohol Co.

ADVERTISEMENT—*This entire page is a paid advertisement.*

MARCH ★ **ALCOHOL NEWS** ★ 1936

S. D. ALCOHOL FORMULAS REVIEWED WITH IDEA OF REDUCING NUMBER

The simplification and a reduction in the number of specially denatured alcohol formulas are the objects of study by the scientific personnel of the Treasury Department, according to a recent report. It is also believed that ways may be found to make specially denatured alcohols more readily available to a larger number of industries and enforcement of denaturing laws may be facilitated.

Before changes in regulations are ordered, it was stated, proposals will be made public and interested parties will be given an opportunity to express their opinions.

IDENTIFICATION PROCESS FOR LABELS

A new means of identifying products as genuine has recently been developed. A signature, symbol or any desired word or phrase may be applied to a label by a photographic process in such a way that it is invisible until it is moistened. Such moistening is readily accomplished by rubbing with the finger. The cost of the process is only slightly greater than that for printing and it is said that it is especially adaptable for use on labels of liquor bottles, perfumes and cosmetics. The process is covered by a U. S. Patent and legal protection is offered to all users.

REDUCTION OF ALCOHOL LOSSES

(Continued from preceding page)

in the percolator has been tried, but generally found ineffective because of the low heat transfer property of marc and dilution of the alcohol.

A method found particularly effective for reducing alcohol losses which occur during the extraction period appears to be by the use of an efficient refluxing system, where each percolator is connected directly to a still and a condenser. Unfortunately this system is adaptable to large lots of drugs only.

Losses coincident with distillation of percolate and marc can be materially reduced by maintaining a minimum temperature difference of 20° to 30°C. between coolant and vapor. Ample condenser capacity should be employed and refrigerating equipment used if necessary.

This article is published by U.S.I. with the approval of the author, in the interest of users of industrial alcohol who desire to effect every possible economy in their manufacturing processes.

*Condensed from an article by Francis Chilson, appearing in *Drug and Cosmetic Industry*, February, 1936.

ETHYL ALCOHOL TEST METHODS REVISED FOR U. S. P. XI

This is the first of a series of articles dealing with the revised methods of testing ethyl alcohol as given in the U. S. Pharmacopoeia; Eleventh Edition, which becomes effective June 1, 1936.

The methods of testing for the more common impurities and denaturants in ethyl alcohol, as outlined in the U. S. Pharmacopoeia have been revised for the Eleventh Edition which becomes effective June 1, 1936, for both Ethyl Alcohol 95% and Ethyl Alcohol Absolute.

Under the methods of testing the 95% grade, modifications have been made in the determination of acidity and for the presence of aldehydes and methanol. The test for acetone has been broadened and now includes other ketones, isopropyl alcohol (formerly under a separate test) and tertiary butyl alcohol.

Given below is a part of the new U.S.P. XI specifications:

ETHYL ALCOHOL 95%

Description:
A transparent, colorless, mobile, and volatile liquid. It has a slight characteristic odor, and a burning taste. It is inflammable. Alcohol is miscible with water without any trace of cloudiness; also miscible with ether and with chloroform.

Specific Gravity:
Not above 0.816 at 15.56°C.

Purity:
Alcohol contains not less than 92.3% by weight, corresponding to 94.9% by volume, at 15.56°C., of C_2H_5OH.

Boiling Point:
Alcohol is readily volatilized at low temperatures and boils at about 78°C.

Acidity:
To 50 cc. of Alcohol in a glass-stoppered flask add 50 cc. of recently boiled distilled water. Add a few drops of phenolphthalein T.S. and titrate with fiftieth-normal sodium hydroxide solution to a pink color that persists for one half minute: not more than 0.9 cc. of fiftieth-normal sodium hydroxide solution is required for neutralization.

Non-Volatile Matter:
Evaporate 40 cc. of Alcohol in a platinum or porcelain dish on a water bath and dry at 100°C.: the weight of the residue does not exceed 0.001 Gm.

The rest of the Methods of Testing for Ethyl Alcohol will be reproduced from the U.S.P. XI in articles in subsequent issues of ALCOHOL NEWS.

TECHNICAL DEVELOPMENTS

The items in this column are gathered from many varied sources. Further information on any of them may be obtained by writing to U. S. I.

U S I

A new preparation for use in general surgical antisepsis, for infections of the eyes, ear, skin, and of the genito-urinary tract has been announced. It is available in an aqueous isotonic solution diluted 1-1000, in an odorless oil solution, diluted 1-2500, and as a tincture in a 1-200 aqueous alcohol acetone solution.

U S I

A new bottle cleaning machine which utilizes compressed air is on the market. A blast of air released automatically when the bottle is placed against a nozzle, blows out bits of fibre, glass or dust. Two bottles may be cleaned at a time and the capacity is said to be 40 per minute. The machine is designed for dusting out new containers for food products, medicines, toilet waters, etc.

U S I

A measuring well incorporated in the neck of a bottle, makes the use of a spoon unnecessary in withdrawing measured amounts of the liquid contained. To obtain a teaspoonful or tablespoonful, the bottle is tipped, allowing the well to fill, and then the bottle is returned to an upright position. The closure may then be removed and the measured quantity of liquid poured off. This development is covered by a U. S. patent.

U S I

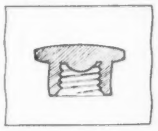
Synthetic waxes to replace the natural products are now offered in eight standard grades. The new waxes will compete with Carnauba, Montan, Ceresin, Beeswax, White Ozokerite, Black Ozokerite, and non-bleaching Montan. It is reported that melting points range from approximately 143 degrees F. to 184 degrees F., acid number from .56 to 11.1, ash from 2.9 to 4.44%.

U S I

Better protection against rancidity has been obtained by the use of green wrappers than by the addition of certain common antioxidants, according to a recent report. Oils and fats stored away from light and at low temperatures are said to remain fresh longer, however, than if treated with an antioxidant or packaged in green and allowed to be exposed to light at room temperatures.

U S I

"Linerless" caps for collapsible tubes have been designed to eliminate the need of a cork and metal foil liner. The cross-section sketch at right shows how these molded caps are designed to fit down onto the top of the tube to insure a tight closure. They are being made of a molding composition which is inert to the chemical and solvent action of tooth pastes, shaving creams, etc. Caps are available in a variety of colors and are not subject to "bleeding."



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NEWS

A. D. M. A. Meeting

The American Drug Manufacturers' Association will hold its twenty-fifth annual meeting at the Greenbrier, White Sulphur Springs, W. Va., May 4 to 7. The meeting of the scientific section, under the direction of Dr. H. S. Adams will be called to order at 9 A. M., on Monday, May 4th. Among the subjects which will be discussed are: Alkaloid and drug standards; analytical assay methods, chemical tests and standards; crude and milled drugs; digestive ferments and glandular products; drug extracts; pharmaceutical investigations; pharmacological assays (a) and (b); synthetic organic chemicals; and vitamin assays.

The sub-committee on analytical assay methods under the direction of Dr. T. H. Rider will discuss: the assay methods for morphine in tincture opium camphorated, U. S. P. XI; determination of mercury in ointment mercuric nitrate; determination of morphine and codeine in hypodermic tablets by henville titration; a revised and simplified method for the determination of alcohol; proposed new chemical assay for aconite preparations.

Other committees for the annual meeting are: banquet, F. J. McDonough, New York Quinine & Chemical Works, M. N. DeNoyelles, Charles Pfizer & Co., Inc.; evening entertainment, W. D. Barry, Mallinckrodt Chemical Works, S. Barksdale Penick, Jr., S. B. Penick & Co.; ladies' entertainment, George Simon, Heyden Chemical Corp., A. A. Wasserscheid, Mallinckrodt Chemical Works; golf, Victor E. Williams, J. P. Remensnyder, Heyden Chemical Corp., Gerald S. Furman, Merck & Co., Inc.; transportation, S. Barksdale Penick, Jr., S. B. Penick & Co., James C. Chilcott, Maltine Co.; publicity, A. D. Armstrong, Fritzsche Brothers, Inc. as well as several foreign countries, are represented in reservations already made. It has also been announced that a new public address system was being installed for the affair and broadcast over a national network has been arranged. The chairman of the section is James C. Chilcott, of the Maltine Co., Lee H. Bristol, of the Bristol-Meyers Co., is chairman of the program committee. W. A. Armstrong, of J. C. Eno (U. S.) Ltd., is responsible for publicity, and B. J. Gogarty, of Commercial Solvents Corp. is chairman of the reception committee and responsible for the sale of tickets. As previously announced, the sale of tickets this year is limited to 1,200.

Drug Dinner Speakers

Plans for the eleventh annual banquet of the drug, chemical and allied trades to be held under the sponsorship of the New York Board of Trade to be held March 19 at the Waldorf Astoria, New York, have been completed. Ray A. Whidden president of Bauer & Black, Chicago will act as toastmaster and Colonel Charles H. March, chairman of the Federal Trade Commission and Merle Thorpe, Editor of "Nation's Business" will be the speakers of the evening. Invitations have been sent to F. H. LaGuardia, mayor of that city; United States Senators Copeland and Wagner; Dr. John L. Rice, Commissioner of Health, that city; presidents of all national drugs and chemical associations, deans of many colleges of pharmacy, and the president of the Proprietary Association of Canada. Every state in the Union,

DR. A. C. BOYLSTON

JAMES C. CHILCOTT

CHARLES E. KELLY

F.W.D.A. Meeting

The Federal Wholesale Druggists Association at its Winter Meeting held at the Roosevelt Hotel, New York, February 25 to 27, approved all efforts to stabilize prices and equalize competition within the retail drug trade. The Federal enabling act which would suspend Federal legislation which would operate against interstate operation of State Fair Trade Acts was approved. Also approved was the Patman-Robinson Bill if amended to allow patronage dividends.

The first day was given over to a joint meeting of manufacturers and wholesalers with S. Barksdale Penick presiding. At the afternoon session much discussion was had on the factor or consignment plan of price maintenance, the impression being given that a greater number of manufacturers are going to use this method of distribution.

Toilet Goods Convention

The Toilet Goods Association will hold its annual meeting on Tuesday, Wednesday, and Thursday, May 26, 27, 28 at the Biltmore Hotel, New York, according to an announcement by Charles E. Kelly, of Hagerty Brothers, who is again Chairman of the Entertainment Committee for this convention.

Mr. Kelly also announces that those who will serve with him on the Entertainment Committee are as follows: A. C. Burgund, of Carr Lowrey Glass Co.; Charles Fischbeck, of Charles Fischbeck & Co.; B. J. Gogarty, Commercial Solvents Corp.; P. W. Hyatt, of Brass Goods Co.; W. E. Klass, of Chase Brass Co.; M. Lemmermeyer, of Aromatic Products, Inc.; W. P. Murray, of Continental Can Co.; L. R. Root, of Scovill Manufacturing Co.; Karl Voss, of Karl Voss Corp.

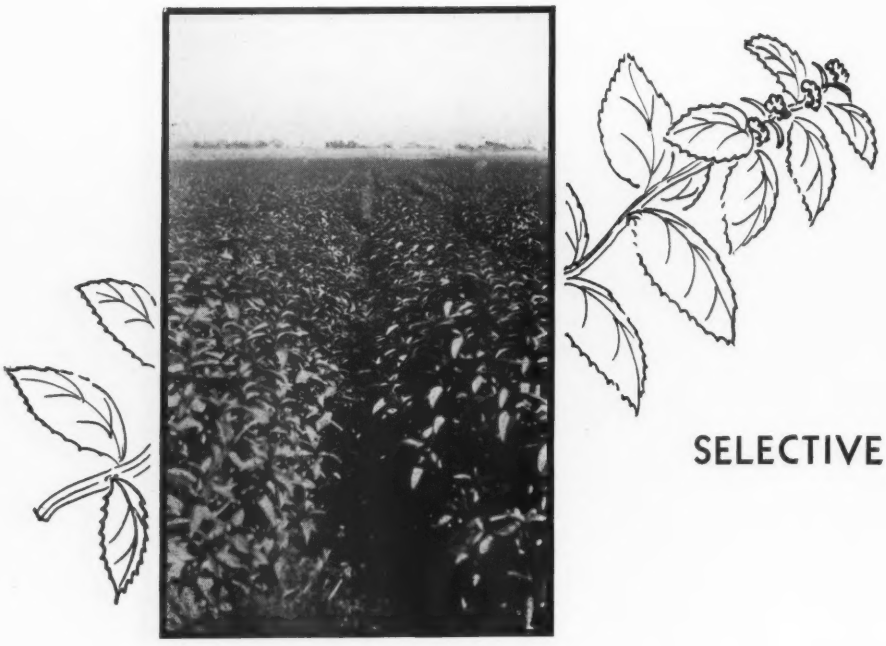
Colgate Heads Soap Assn.

S. Bayard Colgate, president of the Colgate-Palmolive-Peet Co., Jersey City, N. J., has been elected president of the Association of American Soap and Glycerine Producers, Inc. He succeeds R. R. Deupree, president of the Procter & Gamble Co.

Cosmetic Buyers Conference

The second annual conference of Perfume and Cosmetic Buyers will be held this year at the Commodore Hotel, September 14 to 17. Mr. Thomas G. Jones will again be in charge of the conference.

OIL OF PEPPERMINT



SELECTIVE QUALITY

OIL PEPPERMINT has always been an ORBIS specialty—and in offering both NATURAL and REDISTILLED oils, our years of experience in selection and redistilling insures a quality of utmost reliability and satisfaction.

IMPERIALMENTHA—grown and distilled exclusively for us on ONE farm of selected plants, is high in natural menthol content, esters and other U. S. P. requirements.

Its aroma and taste, free of any weedy contamination recommends it for high-class pharmaceuticals and confections where the ultimate in consumer-value is required.

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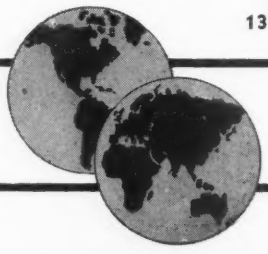
742 So. Hill St.

Water Soluble Gums
Thymol
Aromatics
Rice Starch

Waxes
Stearic Acid
Essential Oils
Zinc Oxide French



Cosmetic Raw Material
Oleo Resins
Perfume Bases
Olive Oil

Fruit Flavors
Food Colors
Quince Seed
Irish Moss

Gales Heads Chain Stores

At a recent meeting of the National Association of Chain Drug Stores held in New York, the following officers were elected: President, George M. Gales, of the Louis K. Liggett Co.; vice-presidents, Charles R. Walgreen, of the Walgreen Co., H. J. Moffett, of the Whelan's Drug Stores, M. A. Gibbs, of the People's Drug Stores, and Nathan Shapiro of the Cunningham Economical Drug Stores; secretary-treasurer, Fred Griffiths, of the Pennsylvania Drug Co.

GEORGE M. GALES

Ertel's New Quarters

Owing to increased business, the Ertel Engineering Corp. has just been centralized at 120 East 16 St., New York, where 18,000 square feet of space have been leased. Facilities have been so increased that the output is many times greater than ever before. The rapid expansion of Ertel Engineering Corp. has necessitated leasing new space three times within the past three years. The present move culminates the complete centralization of offices, display room, machine shop, and filter-sheet-making plant. Ertel equipment is on display at this location so that manufacturers may study the various types and sizes as well as consult the Ertel engineers with a minimum of effort.

F. J. K. ERTEL

Searle Appoints Dr. Raymond

Dr. Albert L. Raymond has just been appointed director of Research Laboratories by G. D. Searle & Co., Chicago. For the past nine years he has been connected with the Rockefeller Institute of Medical Research, the last seven as an associate of Dr. Levene. For two years he was National Research fellow, working on problems connected with the biological mechanism of carbohydrate degradation. He received his Ph.D. at the California Institute of Technology, Pasadena, in 1935. He then spent three years in part-time teaching at California Institute of Technology and at the University of California.

DR. A. L. RAYMOND

Companies

J. & J. Advances Hoff

Irvin W. Hoff has been made director of the baby products division of Johnson & Johnson, New Brunswick, N. J., succeeding H. W. Roden, recently appointed director of merchandising. In addition to his other duties, he will act as Mr. Roden's assistant.

H. W. Roden, who was recently made merchandising director of Johnson & Johnson will continue to serve as president and general manager of Harold H. Clapp, Inc. a Rochester subsidiary of Johnson & Johnson. He joined Johnson & Johnson as assistant director of the Modess division in 1927. In 1929 he was made director of the baby products division, a position which he continued to hold when he became president and general manager of Harold H. Clapp, Inc. in 1934.

Bristol-Myers in Texas

The Bristol-Myers Co., New York, has been granted a foreign permit in the state of Texas and will operate in that state as the B. M. Proprietary Products Co.

Royal Crown Labs. Moves

Royal Crown Laboratories, Inc., Chicago, have recently moved to 655 North Kedzie Ave. Until last year when the company was reorganized it was known as the Royal Crown Co.

Ciba Opens in Charlotte

The Ciba Co. Inc., has opened branch offices, laboratories, and warehouses at 1517-23 Hutchinson Ave., Charlotte, N. C., which will serve the entire south. The Charlotte plant will now take the place of the branches which were formerly located in Greensboro and Greenville, South Carolina.

Mills Gives Dinner

E. J. Mills, president of the American Products Co., recently gave a dinner at the Netherland-Plaza Hotel, Cincinnati, in honor of Don E. Marietta, West Coast divisional manager of the company. The dinner was attended by the officers and department heads of the company.

Revson Appoints Agent

R. F. Revson Co., New York has appointed Frank Dickie, Chateauguay Basin, Quebec, representative for eastern Canada.

Root-Mandabach Expands

Root-Mandabach Advertising Agency of Chicago has moved to larger quarters in the same building—the Civic Opera Building, 20 N. Wacker Drive.

Steele—Sec. of Burns

Frank R. Steele has been elected secretary of Warren E. Burns, Inc., and will be in charge of the Chicago office at 325 West Huron Street. He was at one time in charge of the Morana, Inc., factory at Elizabeth, N. J.

Stoddard Elects Directors

Elmer H. Hessler, Harold D. Pomeroy and Melvin G. Palliser were elected directors of G. S. Stoddard & Co., Inc. The following new officers were elected: Elmer H. Hessler, president and treasurer; Harold D. Pomeroy, vice-president and H. C. Kirschenmann, secretary and assistant treasurer.

Ritchie's Seventieth Year

W. C. Ritchie & Co., Chicago, began their seventieth year as manufacturers of paper boxes on January 18. The event was celebrated by a dinner attended by 1,500 officers, employees and friends of the company.

Le Fevere Elected President

Jesse Le Fevere of the Betty Jean Laboratories, Fort Wayne, Ind., has been elected president of the Fort Wayne Chemists Club.

Monsanto Buys Interest

Edgar M. Queeny, president of Monsanto Chemical Company, has announced that contracts had been entered into, which provide for its acquisition of Thomas & Hochwalt Laboratories of Dayton, Ohio, and its subsidiary, the Dayton Synthetic Chemicals, Inc.

Monsanto thus acquires the only outstanding minority interest in its controlled subsidiary, Monsanto Petroleum Chemicals, Inc. The latter company, which is in the research and development stage, has carried on its research work in the laboratories of Thomas & Hochwalt. The laboratories will be known as the Thomas & Hochwalt Laboratories Division of Monsanto Chemical Company, and will continue under the direction of Dr. Charles A. Thomas and Dr. Carroll A. Hochwalt.

Imperial Salons Organization

Imperial Salons, Ltd. announces that the following are now associated with it: Drew Dress, for 16 years vice-president and general manager of Kathleen Mary Quinlan, Inc.; R. P. Lewis, for five years a director and sales manager of Elizabeth Arden, London; Count Waldemar Armfelt, former personal representative of the late Prince Matchabelli; Dr. E. Klaveness, formerly associated with the dermatologist to the Imperial Russian Court; and Grand Duchess Marie. James E. Madding is president of the company which is located in the International Building, Rockefeller Center, New York.

Petalskin Toiletries

A new organization has been formed under the name Petalskin Toiletries, located at 11 West 42nd St., New York. This firm is marketing a quality line of hand and face creams under the trade name "Petalskin," i.e., Petalskin Hand Cream and Petalskin Face Cream at the present time, with other items to be added periodically under the same name.

Agar Cookies

F. C. Reinschild, president of Reinschild Chemical Co., is the president of a new company called Agar Products, Inc., of New Rochelle. The new company will put out small cookies containing agar, and called "agaroons."

Polak Takes Larger Space

Polak's Frutal Works, Inc., announce that the need for larger quarters necessitated the removal of their Chicago office to 127 W. Erie st., that city. Dr. E. Friedman is in charge at the Chicago branch office.

New Directors

THE DRUG AND COSMETIC INDUSTRY announces that C. R. Keeley and Elmer Sheets have been elected to the board of directors of the company.

Mr. Keeley has spent all of his business life in the toiletries field and is well known as "Bud" throughout the industry. He first became associated with TOILET REQUISITES in January, 1929, after seven years of experience in sales and executive capacities in the toilet goods field. Soon after joining TOILET REQUISITES he was elected vice-president and merchandising counsel of the company. In June, 1935, he was promoted to the position of first vice-president and advertising manager. These positions he retained when the publishers of THE DRUG AND COSMETIC INDUSTRY were appointed to manage and publish TOILET REQUISITES and, in addition, he now becomes a director of the former company. He has also added to his other responsibilities the position of advertising manager of "Marketing Drugs and Cosmetics."

C. R. KEELEY

ELMER SHEETS

Mr. Sheets has been associated with THE DRUG AND COSMETIC INDUSTRY since 1927, first as associate editor, and later as managing editor, and editor of "Marketing Drugs and Cosmetics." He is also an editor of TOILET REQUISITES and a director of that company.

Crown Cork Buys Acme Can

The Crown Cork and Seal Co., Inc., of Baltimore has purchased the entire outstanding stock of the Acme Can Co. of Philadelphia and will through its facilities manufacture a complete line of tin containers. L. Frederick Gieg who has been the president of the Acme Can Co. since its organization will continue in that capacity.

Drug Products Fellowship

Drug Products Co., Inc., Long Island City, New York, has recently established a one year fellowship at Georgetown University, Washington, D. C., for the purpose of studying the possibility of shortening the time necessary for the determination of cystine in finger nails and blood by the Sullivan cystine procedure.

Wirz Celebrates 100th Year

A. H. Wirz, Inc., Chester, Pa., has just celebrated its 100th anniversary. The business which was started for the manufacture of surgical instruments and white metal specialties has come to be one of the largest manufacturers of collapsible tubes and accessories.

Monsanto Liquidates Subsidiaries

In order to simplify its capital structure, Monsanto Chemical Co., St. Louis, is proceeding to liquidate several of its wholly owned subsidiaries. The Merrimac Chemical Co. of Everett, Mass., however, will not be liquidated and will continue to operate as heretofore.

Among the more important subsidiaries being liquidated are the Rubber Service Laboratories Co., Akron; Virginia Fertilizer Co., Norfolk; and Wilckes, Martin, Wilckes, Camden, N. J.

Henceforth, all operations of the latter named companies will be carried on under the name of Monsanto Chemical Co.

Chaleyer Moves

Phillippe Chaleyer, Inc., New York, announces its removal to new quarters at 160, East 56 st., where the company has an entire floor of offices and laboratory.

Charabot Moves in Paris

The Paris office of Charabot & Co., Grasse, France, has recently been moved to 12 Avenue Kleber, that city.

Van Smith Joins Hopkins

J. L. Hopkins & Co., New York, announces that J. Van Velsor Smith has joined its organization. He was at one time connected with the firm of Peek & Velsor, Inc., New York.

Baker's
FINE CHEMICALS

A partial list of Tonnage Fine Chemicals held under rigid control, at no price premium.

Alkali Bromides
Potassium Iodide
Magnesium Oxide
Cream of Tartar
Bismuth Subcarbonate—Subnitrate and other Salts
Caustic Potash and Soda Sticks and Pellets
Rochelle Salt
Lead Acetate
Salicylates

WHEN TRADE TRENDS VARY WITH THE WEATHER

MANUFACTURERS of drug and cosmetic products who depend upon short seasons for sales, select their Fine Chemicals with infinite care. This need for the utmost in quality has led many pharmaceutical manufacturers to the J. T. Baker Chemical Co., pioneers of measured purity.

No chemical company has a higher reputation for quality than Baker. For over 30 years, Baker's C.P. Analyzed Reagents have been selected by the nation's leading chemists, scientists, and the medical profession for exacting work.

Likewise, many of the best-known ethical products, prescribed by physicians and dispensed by pharmacists, are compounded with Baker Chemicals. Of the nationally advertised drugs and cosmetics, from cold remedies to facial creams, from laxatives to lipsticks, the quality of Baker's Fine Chemicals has a definite part in their popularity.

There are still hundreds of firms manufacturing drugs and cosmetic items who have yet to discover that Baker manufactures fine chemicals as well as laboratory reagents. If your company has a product to keep the public well or make them well, we invite you to talk your problems over with the Baker representative. The quality of Baker's Fine Chemicals, at no price premium, will do the rest of the selling.

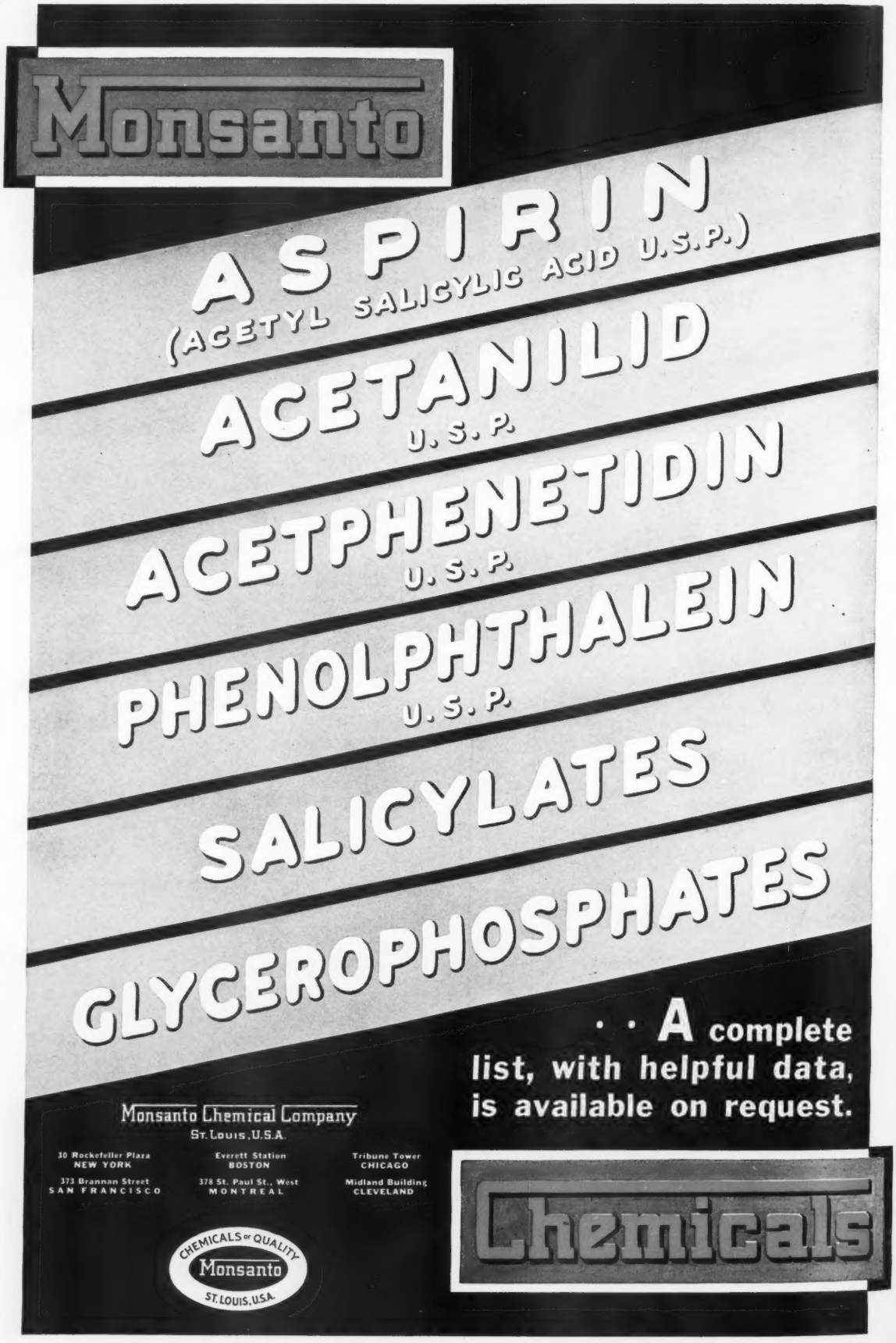
J.T. BAKER CHEMICAL CO., Phillipsburg, N. J.

NEW YORK
420 Lexington Avenue

PHILADELPHIA
220 South 16th Street

CHICAGO
624 South Michigan Blvd.

Baker's fine chemicals


Monsanto
ASPIRIN
(ACETYL SALICYLIC ACID U.S.P.)
ACETANILID
U.S.P.
ACETPHENETIDIN
U.S.P.
PHENOLPHTHALEIN
U.S.P.
SALICYLATES
GLYCEROPHOSPHATES
· · A complete list, with helpful data, is available on request.
Monsanto Chemical Company
St. Louis, U.S.A.
30 Rockefeller Plaza NEW YORK
Everett Station BOSTON
Tribune Tower CHICAGO
373 Brannan Street SAN FRANCISCO
378 St. Paul St., West MONTREAL
Midland Building CLEVELAND
CHEMICALS OF QUALITY
Monsanto
ST. LOUIS, U.S.A.
Chemicals

The New Accurate 1936 Edition of the Toilet Requisites Dept. Store List is NOW READY!

with a total of 1947 stores containing 719 changes since last year in the toiletries depts. of the stores you sell.

Wise sales managers wait for this Dept. Store List with Toiletries' Buyers and Merchandise Managers because they know—

. . . . . It has ALL the stores and ALL the changes, (Most changes occur between January 1st and February 15th each year).

. . . . . It has ALL the new stores recently opened, and ALL the new toiletries departments in stores not formerly carrying them.

. . . . . It costs several hundred dollars to check their own list of department store customers and prospects (about $60 for *postage alone* per mailing).

. . . . . We have the facilities to do this thoroughly and accurately. (This edition is checked 100%).

. . . . . The cost is only $5.00 per copy, 3 copies $10.00.

This Edition is Strictly Limited and the supply is going fast.

Place your order today.

Toilet Requisites
101 West 31st Street
New York, N. Y.

1 copy $5.00
3 copies $10.00

Please send [ ] copies of the new, accurate 1936 Dept. Store List.

Payment herewith ( ) or send C. O. D. ( ).

Firm Name.....

Individual.....

Address.....

City..... State.....

Carnatin N

SCHIMMEL & CO.
INCORPORATED
NEW YORK

Dixie Deb Reorganizes

Dixie Deb Cosmetics, Inc., has issued the following statement: "The unforseen delays and expenses encountered in the removal of our plant from Harrison to Paterson, N. J. after the usual slow Christmas season, resulted in a temporary lack of operating funds. A few creditors endeavored to force payment of their claims by suits and threatened attachments. This company was required to avail itself of the protection afforded by Section 77B to preserve and protect its assets for the benefit of all its creditors and stockholders. A petition for reorganization under section 77B was filed in the United States Court, Atlanta, on February 11, 1936. This company is solvent. The Court, after approving our petition, has permitted the Company to remain in possession and continue its normal operations and purchases.

"Purchases made by the company from this day forward are entitled to a priority of payment over existing debts and are secured by its entire assets. This company and its affiliates have merchandise inventories exceeding one hundred thousand dollars amongst its assets. Current purchases will be paid promptly as due, and the company will be in a position to take advantage of all discounts."

Colquitt's Par-Fum-Stix

Century Laboratories, Inc., New York, announces that the trade mark is registered and the patent is pending on "Colquitt's Par-Fum-Stix."

Fritzsche Bros. Dinner

Fritzsche Bros., Inc., dealers in essential oils, held their annual dinner and dance for the employees at the Hotel New Yorker, February 21. Among those present were F. H. Leonhardt, president of the firm; W. A. Welcke, vice-president; J. H. Montgomery, assistant secretary, and C. F. Booth, perfume expert. A. D. Armstrong, secretary of the firm, is vacationing in Florida.

Trippe Joins Fischbeck

Edward Trippe, who has been affiliated with the essential oil industry for the past 28 years with headquarters in Philadelphia, will on April 1st be associated with the Charles Fischbeck Co., New York. He is well known in the industry and during his long association with it he has made many friends.

Gum Booklet

Innis, Speiden & Co., New York, have just issued a booklet, which they believe to be the first ever published on the subject of water soluble gums. It describes the various uses of locust bean gum, gum arabic, gum karaya and gum tragacanth.

Stein Forms Company

Jerome D. Stein, formerly secretary-treasurer of the Stein-Brill Corp., has resigned from that firm to organize the Stein Equipment Corp. The new company will be located at 426 Broome st., New York. It will carry a large and complete stock of modern equipment for use in the drug and cosmetic industry as well as in other industries. Mr. Stein has been associated with the equipment line for the past 15 years.

New Vick Plant

The Vick Chemical Co., Greensboro, N. C., announces the completion of plans for further expansion of its production facilities here. Lunsford Richardson, president of the company, said these plans call for a separate laboratory for exclusive production of Vicks Medicated Cough Drops. It is expected the new plant will be completed and in operation within the next few months.

The new laboratory will occupy the two-story brick building just off Wendover avenue. This building is to be completely renovated and reconditioned.

The new laboratory will occupy 15,000 square feet of floor space and will be capable of producing millions of cough drops daily.

Russia Cosmetic Conscious

That the appeal of cosmetics is a universal one is emphasized once more by Mme. Olga Molotoff, founder and director of the Soviet Tege, or cosmetic trust, who has been visiting this country and studying American methods of manufacture. She says that "Russian women are learning that work in their homes or business outside, or even sports activity, is not enough to make a complete life. They seek to unite these things in their feminine personalities by feeling and looking their best. We are urging all the Russian people, men and women, to use toilet preparations daily."

Mme. Molotoff also said that the prices of cosmetics in Russia correspond to those which prevail here and also that, although the cosmetic trust works to capacity, it is still far from satisfying the demand for cosmetics in Russia. The trust employs 10,000 persons and in 1935 returned a profit of 420,000,000 rubles to the Soviet State. A similar trust in Leningrad showed a profit of 280,000,000 rubles.

In addition to studying American methods, the commission which Mme. Molotoff headed was planning to spend 500,000 rubles in this country on American machinery for producing and packaging cosmetics.

Legal

Less for F.D.A. Enforcement

The Department of Agriculture appropriation bill now pending in the house provides for a substantial curtailment in funds for enforcement of the food and drugs act. The appropriations committee in writing the bill cut the amount recommended by the budget committee $604,620. Of this amount $524,620 was deducted from the budget for the food and drugs act, leaving $1,537,459, or $3,420 less than the fund for the present year.

FRITZSCHE BROTHERS DINNER

KOLMAR LABORATORIES

CONSTANT RESEARCH

Has Made It Possible To Develop Our Outstanding

PERM-INDEL LIPSTICK

One of Our Chemists Devotes Practically Full Time to Lipstick and Paste Rouge Research Work

• • • •

THAT ACCOUNTS FOR ITS

- CREAMY TEXTURE
- EASE OF APPLICATION
- PERMANENCE AND INDELIBILITY
- SOOTHING QUALITY

Made in 36 Shades---Many with Orange Undertone---Paste Rouge to Match.

We urge you to ask for Samples and Prices.

PRODUCTS LIABILITY CARRIED

KOLMAR LABORATORIES

MILWAUKEE WISCONSIN

Southern Representative
WARREN CURRY
2895 Peachtree Road
Atlanta, Ga.

Chicago Office
NORMAN KOLE
11-108 Merchandise Mart

Eastern Representative
M. C. BOYD
67 Osborn Street
Glen Ridge, N. J.

Maine Suit Set-Back

The suit of Bourjois, Inc., New York, against the State of Maine regarding the constitutionality of the Main cosmetic law which requires registration of all cosmetics sold in that state has received a temporary set-back through a decision of the Statutory Court of the United States which denied the motion for a temporary injunction.

According to the committee acting as legislative committee of the Toilet Goods Association, Inc., "no decision on the merits of the law or its constitutionality is rendered. The opinion stating in substance that no evidence of damage to interstate commerce having been shown, the Court will not at this time render any opinion on its constitutionality or enjoin the defendants from the enforcement of the same.

"Counsel for The Toilet Goods Association is now preparing to present evidence to the Court as to the effect of Chapter 109 of the Public Laws of 1935 on interstate commerce and is hopeful after such evidence has been presented to the Court, of securing a determination of the constitutionality of the law on its merits.

"We therefore suggest to the members of the Association that registration be deferred until further notice."

F. T. C. Sues Marmola

A suit has been brought against the Raladam Co., maker of Marmola obesity cure, by the Federal Trade Commission in which the commission is attempting to establish the existence of competitors. Among the witnesses which the commission plans to call are E. R. Squibb & Sons, Inc., Burroughs Wellcome & Co., G. W. Carnrick Co., and American Clinical Laboratories, Inc. The case hinges on how broad a legal construction is applied to the word "competition and it may result in the F. T. C. being placed in a position to censor advertising copy where the existence of destructive competition can be proved.

Florida Upholds Chain Tax

The 1935 chain-store tax law was upheld in its major parts by the State Supreme Court for a second time, apparently assuring revenue of $2,750,000 annually for the public schools.

The formal order affirmed an earlier decision that the Legislature had been within its powers in levying graduated occupational licenses, with chain stores paying the higher brackets up to $400 on each store in chains of sixteen or more. Also upheld was a provision for a flat tax of one-half of 1 per cent. on the gross receipts of retail businesses, including chain stores.

Drug Store "Stop-Loss" Bill

Under the provisions of a bill introduced in the New York legislature by Senator A. Spencer Feld, coauthor of the state fair trade act, the operator of a retail drug business or of a store with a drug establishment as part of its business is forbidden to sell or advertise for sale any drug, cosmetic, toilet preparation, or drug sundry at a price below the manufacturer's wholesale list price per dozen, or in case of biological or other products not customarily sold in dozens, to sell at less than the manufacturers' wholesale list price per unit, or from advertising intent to give away any article for purpose of injuring competitors.

Emerson Restrains Bromo Chem.

Emerson Drug Co., Baltimore, has obtained a permanent injunction before Judge William H. Holly in the United States District Court, Chicago, restraining Charlotte Honoroff and Fred A. Honoroff, trading as the Bromo Chemical Co., from using the words "Bromo," "Bromo, a Superior Seltzer," "Sal de Bromo," or any combination with the word "Bromo." The plaintiffs are also enjoined from using bottles with labels imitating the Emerson product and from inducing retailers to pass off their preparation as the plaintiff's "Bromo-Seltzer" or indulging in other unfair trade practices. A judgment of $21,034.43 was assessed against the defendents, plus $2,000 master's fees and costs of the suit.

People

Siemers Joins Vitab

Vitab Products, Inc., producer of soluble vitamins, announces that it has secured the services of Gustav Siemers as technical director of the California plant.

GUSTAV SIEMERS

Mr. Siemers has a distinguished record in past official capacities for other pharmaceutical and chemical firms. He was formerly chief of the synthetic organic division of Charles Pfizer & Co. and recently technical director of McKesson & Robbins, Inc.

Dan Nealon Says----

So many of the drummers who called last month seemed to have the idea that prices would advance a little later on. Hope springs eternal in the human breast.

• • •

Proud to see Nadinola's very own Harry D. Folsom presiding over the Foragers banquet.

• • •

Golden Peacock sports a new maple floor in the finishing department. Bert Fisk is showing samples of a honey of a face powder.

• • •

New deposit of fullers earth being developed south of town. Pay dirt in them hills.

• • •

Had a very pleasant visit with Wm. A. Webster's Dr. Kessler a few weeks ago. Ice in the river at Memphis—ain't that something!

• • •

Nadinola's chemist now lives in the big brick house on Poplar street, invites all and sundry to come and look—eat—make merry country style.

• • •

Tyson & Co's. Vice President, Wm. Hull, is back in town after an extensive trip and reports business good.

• • •

Our local vet says that Dan Tucker's pony is expecting a bundle from horse heaven in May—the dear little thing. Everyone's ajitter over the news. Five dollars (Confederate) for best name.

• • •

Squire Allen, N. T. Co's. adman now heads the local Chamber of Commerce. Big doings in sight.

• • •

W. S. Ritchie's Messrs Denning and Wyler were here last month. Missing them was my misfortune. Better luck next time.

• • •

Also missed Mr. Tom Lilley and Voracs special representative, not to mention Van Ameringen's H. F. Croen—guess I'll have to start staying home.

• • •

F. N. Burt's Frank D. Jackson will be here Friday—must stop and put up the marquee and unroll the red plush carpet.

Paris, Tenn. *March 3.*

BASIC INGREDIENTS

FOR TOILETRIES • COSMETICS • PROPRIETARIES

In literally hundreds of cases, Hopkins' Foreign and Domestic Botanical Crude Drugs surpass in quality U. S. P., N. F. or Government requirements, usually by a substantial margin. Each article assures you 100% maximum, unadulterated strength, tested, true-to-name and quality. Our complete stocks include every Domestic and Foreign Botanical Crude Drug for which there is a commercial demand—as well as prepared Specialties of a very high order and decided economy.

"Quality is remembered long after price is forgotten"

Deolated Almond Meal	*Henesoap Shampoo*
Balsam Tolu	*Indian Gum (Karaya)*
Benzoin Gum	*Talcum*
Chalk (Precip.)	*Irish Moss*
Chinese Shavings	*Lavender Flowers*
Cuttle Fish Bone	*Olibanum*
Gum Arabic	*Orris Root*
Gum Tragacanth	*etc., etc.*

HOPKINS' FACTOLAC

● For the preparation of permanent emulsions of both fixed and volatile oils. Insures complete homogeneous mixture of oils and water without trituration or special apparatus. An ideal emulsifier.

HOPKINS' NEUTRAL WHITE SOAP

● Powdered, granulated. Contains no soap bark, free alkali, free acid or heavy metals. Totally free of rosin, sugar and foreign matter. Snow white.

EGYPTIAN HENNA

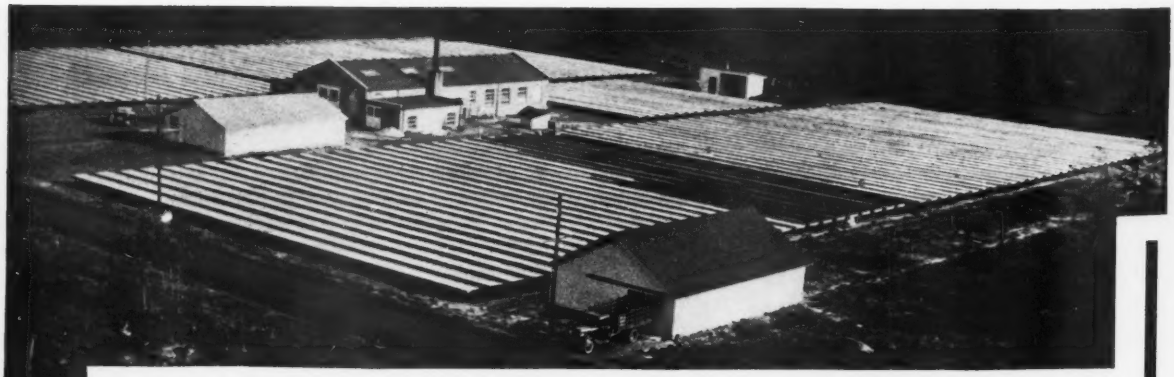
● Consists solely of choice Egyptian leaves. Laboratory tested, absolutely unadulterated. Milled on slow-stone grinders assuring intactness of full coloring content. Purely vegetable.

FREE ON REQUEST

SAMPLES, PRICES AND PRICE LIST OF HOPKINS' CRUDE BOTANICAL DRUGS AND LABORATORY BASIC SPECIALTIES.

J. L. HOPKINS & COMPANY 220 Broadway NEW YORK

. . . 106,500 square feet of SUPERFINE BEESWAX!!



Visit our plant and convince yourself that we do produce a 100% sun-bleached beeswax. Our facilities include 142 bleaching racks, each 150 x 5 feet, enabling us to produce 70,000 pounds of K. K. pure beeswax per month.

● SUN-BLEACHED AND YELLOW BEESWAX

KOSTER KEUNEN

SAYVILLE (LONG ISLAND) NEW YORK

IN THE MIDDLE WEST: WALTER H. JELLY & CO., Inc., 412-420 N. WESTERN AVENUE, CHICAGO, ILL.

Powell Makes Good

Now it can be told!

All his life John Powell, president of John Powell & Co., New York, has been nursing a secret ambition to "crack" the pages of the *New Yorker* and be mentioned in the columns of this smart weekly like other big shots around town such as "Al" Smith, "Ham" Fish, "Pinky" Bergdoll, "Dot" Parker, "Prince Mike," Luke the Bartender, and "One-Eye" Connelly. For years and years, "John" Powell studied the situation and tried to figure out just what he could do to bring himself to the *New Yorker's* attention and then suddenly, he had it.

"*Why not,*" said "John" in his own inimitable way, and if you haven't heard "John" say, *why not*, you certainly have a treat in store, "why not do something nobody else does?" Well, that sounds easy, but when "John" started to think about it

JOHN POWELL

some more, he discovered that when you think about doing things nobody else does, you are usually storing up trouble for yourself. But "John" thought and thought and finally found the answer, as he invariably does. *Why not raise flies?*

Once he had decided on this, "John" had no rest until he had found two flies (one male and one female, of course) and mated them. Then, in order that the flies and their offspring would have the best of care, "John" decided that they must have a competent nursemaid and governess. This was almost as hard as finding the two flies, but finally "John" found "Doc" Weed and his troubles were over.

Well the flies multiplied and multiplied, it began to leak out that "John" and "Doc" were raising flies, and finally, after twelve years or so, the *New Yorker* heard about it, decided to run a story about it, and "John's" life-long ambition was satisfied.

The story is called "Big Buzziness" and it appears on pages 10 and 11 in the February 29 issue of the *New Yorker*. The story is too long to quote in full, but it ends something like this. "If the Entomological Testing Laboratories" (that's what "John" calls his fly-raising idea.—eds. note) "let their fifty thousand flies multiply for five months . . . they would have exactly 191,010,000,000,000,000,000. That would be enough flies to cover the earth to a depth of forty-seven feet."

What do *you* think of that idea?

Talamini Promoted

Leo V. Talamini, who has been associated with the Prince Matchabelli Products Corp. for the past year, has been appointed assistant sales manager of the company.

In 1923, T. J. Lewis, of Elizabeth Arden, with whom Mr. Talamini was associated in the U. S. Army during the World War, employed him as secretary. With the growth of the Arden business he was successively given positions of responsibility having had charge at various times of the sales, export, credit and other departments. Mr. Talamini spent five years in the Arden offices in Europe, Elizabeth Arden having sent him to Berlin to organize a retail branch, as well as manufacturing and sales distribution to the leading stores in Germany. He remained in that country four years, after which he was assigned duty in the Paris office of Elizabeth Arden for one year. Mr. Talamini also organized an Arden branch in Rome.

Margaret Elmo Returns

Miss Margaret Elmo, president of Elmo, Inc., returned recently to New York City from an extended Pacific Coast trip. Miss Elmo visited her brother, Mark Elmo, who has charge of the entire Pacific Coast territory, and saw many old Pacific Coast friends whom she had not seen since her last trip to the Coast twelve years ago.

Canaday Returns from Abroad

Wilbur D. Canaday, general sales manager for Lentheric, Inc., returned recently from abroad to find his offices completely modernized—in fact, the entire Lentheric offices have been done over and the interior presents a very charming picture of what the modern office should look like.

Berman Back from Honeymoon

Philip Berman of the New York office of L. Sonneborn Sons, Inc., has just returned from Florida where he has been spending his honeymoon.

Curry Moves Offices

Warren M. Curry, southern representative for Innis, Speiden & Co., New York, has recently taken new offices at 2895 Peachtree st., Atlanta.

Shaw Joins Mennen

Oliver Shaw, with the advertising department of Procter & Gamble Co. since 1933, has joined the Mennen Co., Newark, N. J., as foreign sales manager. He was at one time assistant export manager for Gillette Safety Razor Co., and was with the export department of Lawrence & Co.

McDonough Returns

Francis J. McDonough of the New York Quinine & Chemical Works of Brooklyn has recently returned from a two weeks vacation in Miami.

Robert Kelly to Boston

Robert C. Kelly, for many years associated with John Powell & Co., Inc., New York, announces that he is opening an office in Boston where he will act as manufacturer's representative. Among the accounts he is representing are: John Powell & Co., Inc., Aromatic Products, Inc., and Th. Goldschmidt Corp.

ROBERT C. KELLY

Jequier Visits Parfums Weil

William D. V. Jequier, general manager of Parfums Weil in Paris, arrived on the S. S. Lafayette to confer with Paul H. Ganz, managing director of the American company. M. Jequier will return to Paris about March first. This was his first American visit since 1917.

Yeandle Transferred

Tony Yeandle, who has been covering the Boston territory for Bauer & Black, has been transferred to the Southern district as merchandising manager, and will be assistant to T. B. Lee.

Bohan to South America

Joseph D. Bohan, export manager of the Centaur Co., and chairman of the foreign trade section of the Proprietary Association, sailed March 7 on the SS Eastern Prince for Rio de Janeiro, Brazil. Mr. Bohan expects to be away from New York for about two months.

"Micronized"
Cosmetic Colors

1—Pre-grinding Unnecessary

2—Assures 100% Dispersion

3—Non-bleeding

4—Gritless

5—Economical

"Hidden Color!"

Your Face Powder Is No Better Than Your COLOR DISPERSION

"Micronized" colors, with no preliminary grinding, mixed and bolted in the same manner as you now use for your face powder, will show no undistributed color even under strong magnification. With the use of "Micronized" colors, you eliminate one of the most costly and troublesome steps in the manufacture of face powder and effect continued uniformity of every batch.

"Micronized" Cosmetic Colors—selected and tested for purity—
are available in Earth and Lake types to
match any shade

WHITTAKER, CLARK & DANIELS, INC.

Established 1890

260 West Broadway New York City

The Fate of Your Dentifrice May Depend Upon the Soap

SOAP in dentifrices—either tooth powder or tooth paste—has been shown to impart valuable properties. Under these circumstances it is most important to keep the quality of the soap at a high standard.

For the production of **fine** Neutral Powdered Soaps, the same grade and kind of raw materials is essential. Even this does not suffice. No matter how skilled or conscientious the soap maker may be, he must fail in the character of the product you need if careful chemical control does not supervise production from the selection of raw materials to the final tests on the pulverized product.

That is one of the secrets of success of POWCO BRAND:—Laboratory Control.

Selection of refined edible oils by test and full production control, safeguard POWCO BRAND Neutral Powdered Soaps against **rancidity, hardness** or **discoloration.**

Send for samples and compare

JOHN POWELL & CO., Inc.

114 East 32nd Street, New York, N. Y.

Tested Quince Seed • Powdered Neutral Soaps • Concentrated Shaving Cream Base

Abbott Raises Dividend

Abbott Laboratories, North Chicago, has voted to increase the regular annual dividend basis from two dollars to three dollars a share. The annual statement shows net earnings for 1935 reached a new high mark, $1,135,500.95, as compared with $896,959.33 in 1934. A new peak in sales volume was also reached.

Parke Davis Earnings Up

Parke, Davis & Co. reports for the year 1935 net profit, after depreciation, Federal taxes and other deductions, of $8,781,293, equivalent to $1.81 a share on 4,842,735 no-par capital shares, exclusive of 48,427 shares distributed January 10, 1936, as a stock dividend to stockholders of record December 21, 1935. This compares with net profit in 1934 of $8,719,368, or $1.80 a share on 4,842,644 shares. The consolidated balance sheet of assets and liabilities shows a total of $41,032,874.81.

Obituaries

Dr. George D. Rosengarten

Dr. George D. Rosengarten, former president of the American Chemical Society and the American Institute of Chemical Engineers, died at his home in Philadelphia, February 23 at the age of sixty-seven. He had been ill for about two years. After twenty-six years as vice-president of Rosengarten & Sons, Inc., and its successor Powers, Weightman-Rosengarten Co., he retired as a chemical manufacturer in 1927. From 1910 to 1930 he was a member of the committee of revision of the United States pharmacopoeia.

C. Olin North

C. Olin North, founder of Kavalco Products Inc., died as the result of an explosion at the Ohio-Apex plant in Nitro, W. Va., on February 6, at the age of forty-four. Prior to 1929, when he organized Kavalco Products, Inc., he was connected with the Republic Rubber Co., the Goodyear Tire and Rubber Co., and the Rubber Service Laboratories, Inc., In 1934 the Kavalco Products, Inc., became Ohio-Apex, Inc., with Mr. North as general manager.

Mrs. E. Merck Henry

Mrs. Elspeth Merck Henry of Llewelyn Park, West Orange, N. J., died at the Chestnut Hill hospital, Philadelphia, February 24 at the age of forty. Mrs. Henry was the daughter of the late George Merck, founder of Merck & Co., and a sister of George W. Merck, president of the company.

Christian B. Zabriskie

Christian Brevoort Zabriskie, formerly vice-president of the Pacific Coast Borax Co., died February 8 at the Mather Hospital in Port Jefferson, N. Y. at the age of seventy-one. His contact with the borax industry began in 1885, first as purchasing agent, then field engineer, and, finally, as vice-president of the Pacific Coast Borax Co. He retired from active business in 1933.

Charles J. B. Swindell

Charles J. B. Swindell, president of Swindell Bros., Inc., glass manufacturers, died yesterday at his home in Baltimore, following a week's illness. He was born July 6, 1858, the son of the late William and Henrietta Swindell and received his education in the public schools and at the Baltimore City College. He entered the Swindell company, which was organized

C. J. B. SWINDELL

by his father and older brothers, after leaving high school and became a member of the firm at the age of 25, succeeding to the presidency in March, 1934, upon the death of a brother, Walter B. Swindell.

Irving Veith

Irving Veith, vice-president and secretary of Parfumerie St. Denis, died suddenly, February 5, at the age of 47. Mr. Veith was a brother-in-law of Richard F. Erental, and with him founded the Parfumerie St. Denis, New York, fifteen years ago. Previously he had been in the millinery trimming export business with his father, the firm of A. & H. Veith. Mr. Veith is survived only by his sister, Mrs. Richard F. Erental.

Harold Raynor

Harold Hastings Raynor, well known to the toilet goods trade, died Wednesday, February 7, at the Southampton Hospital, Southampton, N. Y., at the age of 46, following an illness of several weeks. He had been at the hospital for only two days. Up until a short time ago, Mr. Raynor had been covering the entire country as territory supervisor for Helena Rubinstein. He had also been associated with Chandon Co., and Elizabeth Arden.

Charles Corliss

Charles A. Corliss, 67, president of Lamont, Corliss & Co., and its subsidiary, the Pond's Extract Co., New York, died February 9. Mr. Corliss, a graduate of Williams College, became associated with Cushman Brothers Co., manufacturers' agents, in 1896. This firm was later consolidated with other interests as Lamont, Corliss & Co., of which he became president. He is survived by his widow, well known as Anne Parrish, the novelist.

John J. Quinn

John J. Quinn died February 11, at his home in Scarsdale, New York. Mr. Quinn, who was 54 years old at the time of his death, was formerly vice-president and general manager of Pinaud, Inc., New York. He is survived by his widow and two sons.

Mrs. Emily T. Fairchild

Mrs. Emily Tappen Fairchild, widow of Samuel W. Fairchild, died at the age of eighty-two at her home in New York, after an illness of several months. Mr. Fairchild at the time of his death in 1927 was vice-president and director of Fairchild Brothers & Foster, New York.

Dr. Irving W. Fay

Dr. Irving W. Fay died at his home in Brooklyn, N. Y., on February 10, at the age of seventy-four. At the time of his death, he was Professor Emeritus of Chemistry of the Brooklyn Polytechnic Institute of whose faculty he was an active member for thirty-five years.

Joseph A. McDonald

Joseph A. McDonald, for several years assistant manager for the Liggett Drug Co., New York, died at his home in Plainfield, N. J., February 24. He was forty-eight years old.

Walter E. Estill

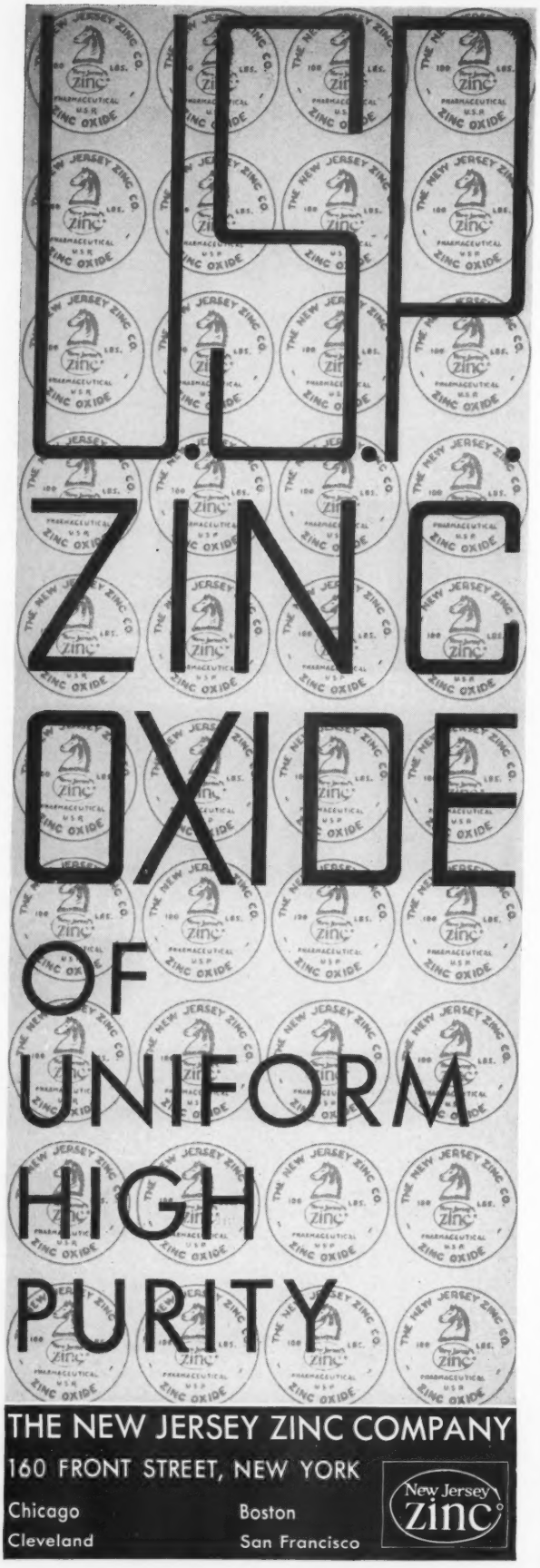
Walter E. Estill, sales executive of the Upjohn Co., New York, died February 13, at the Homeopathic hospital, East Orange, N. J., at the age of forty-nine.

Adam Buehler

Adam Buehler, for forty-four years an employee of George Lueders & Co., died February 20th. Born in Mannheim, Germany, he entered their employ as a young man.

George B. Jenkins

George B. Jenkins, president of the Jenkins Laboratories, Inc., died at Auburn, N. Y., on February 2.



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INDUSTRY'S BOOKS

Any book reviewed in this section can be purchased direct from THE DRUG AND COSMETIC INDUSTRY at regular publisher's price.

Fluorescence Analysis in Ultra-Violet Light, by J. A. Radley and J. Grant, D. Van Nostrand Company, Inc., New York.

Fluorescence analysis has become increasingly important as a tool of the analytical and control chemist; with proper equipment, the investigator can obtain his results more surely and in far less time than with older methods. This second edition has been made necessary so soon after the appearance of the first because of the rapid and important advances that have taken place.

Qualitative Analysis, by H. S. Moodey, 182 pages, Chemical Publishing Co. of New York, Inc., $3.00.

The book starts with a theoretical section which supplies physico-chemical theory for the proper understanding of analytical methods. The second section is devoted to detailed description of a comprehensive analytical scheme. Finally, some of the new organic reagents used in "spot" tests and their application in qualitative analysis are described. All the information necessary for the identification of inorganic components in ordinary mixtures is contained in this book.

The Theory of Emulsions and Their Technical Treatment, by William Clayton, P. Blakiston's Son & Co., Inc., Philadelphia, $8.00.

This third edition represents an improvement as well as an enlargement of previous editions. In the greatest detail, Dr. Clayton discusses every aspect of emulsification practise, both scientific and technical. Even the earlier, much slimmer editions were absolutely the last word on the theory of emulsions; this larger work is absolutely indispensable to all chemists working in the field of colloids and emulsions.

A Short Organic Chemistry, by F. Sherwood Taylor, 378 pages, The Chemical Publishing Co. of New York, Inc., $3.00.

This book is a shorter version of the above text. It differs in content from the longer work chiefly in its shorter treatment of the carbohydrates and heterocyclic compounds, and in the omission of more than passing reference to the purines, terpenes, triphenylmethane dyes, alkaloids and proteins. The theoretical treatment of such topics as stereoisomerism and the structure of the aromatic compounds is almost as full as in the longer book and the matter dealing with the simplest and most important compounds remains almost unchanged.

Handbook of Physiology, by W. D. Halliburton and R. J. S. McDowall. P. Blakiston's Son & Co., Inc., Philadelphia, $5.50.

Since this is the thirty-fourth edition of the Handbook, the quality and value of the book have been proven by time. In the 971 pages, all life processes are described to some extent, many at great length. The work can serve equally well as a textbook for study or a reference work.

A Textbook of Chemistry Applied to the Field of Nursing, by S. Goostray and W. G. Karr. The Macmillan Company, New York, $2.50.

This book covers not only the standard material in inorganic and organic chemistry, but also covers certain divisions of physiological chemistry and chemistry as applied to the human body. For this reason it may have better use as an introductory test in the drug and cosmetic field than some of the customary textbooks.

Crystal Chemistry, by O. Hassel, translated by R. C. Evans, 94 pages, The Chemical Publishing Co. of New York, Inc., $3.50.

The great mass of experimental material that has accumulated, following the application of X-ray methods to the investigation of crystal structures, includes much that is of the greatest importance to the physicist, the chemist, the metallurgist and the geologist. Since almost all of this work is very largely absent from most standard texts, a simple and readily accessible account of some of the work in this field fills a very real need. Dr. Evans' translation widens the circle of readers by including those who prefer to read English rather than technical German.

The Hair and the Scalp, by Agnes Savill, M.A., M.D., 288 pages, William Wood & Company, Baltimore, $5.00 net.

This book, written by a physician with long experience in the treatment of scalp and hair conditions, is not limited to medical treatments. It discusses in detail the structure and physiology of hair, the effects of modern and old beauty parlor treatments, and the probable causes and treatments of common conditions such as dandruff, excessive oiliness, etc. The author has an unusually fine understanding of the necessity of cosmetic treatments to the modern woman and does not fall into the easy condemnatory attitude affected by the more ignorant physicians.

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The Parathyroids In Health And In Disease, by David H. Shelling, B.Sc., M.D., 335 pages, The C. V. Mosby Company, St. Louis, Illustrated, $5.00 net.

The parathyroids have attracted the attention of a constantly increasing number of investigators, knowledge on the subject of these minute bodies being contributed by physiologists, chemists, pathologists and clinicians. However, the scattered information from these various sources is here for the first time moulded together into an homogeneous whole. It has been the aim of the author to deal with the various phases of the subject as fully as possible, so that the monograph may appeal to the investigator as well as to the clinician. A complete bibliography has been appended at the end of each chapter for those who wish to pursue any particular phase of the subject more thoroughly than could possibly have been done in a review of this nature.

Atlas of Human Anatomy With Explanatory Text, by Jesse Feiring Williams, M.D., 64 pages, Colored Illustrations, Barnes & Noble, Inc., New York, Cloth $2.00. Paper $1.25 net.

This small volume represents three long years of patient planning and research including several months of painstaking eight-color reproduction work. These drawings are authoritive being the work of Franz Frohse, University of Berlin, Max Brodel, Johns Hopkins University and Leon Schlossberg, Johns Hopkins University. The original Frohse-Brodel series of wall size charts have been carefully edited and several new charts were developed especially for this volume.

The Exporters' Encyclopaedia, 1936, Complete Export Shipping Guide, 1780 pages, Thomas Ashwell & Co., New York, $20 net with bulletin service.

The Exporters' Encyclopaedia is known as the Exporters' Bible and has been published each year since 1904. The encyclopaedia is the only source of complete postal information by countries and covers regular mails, parcel post and airmail—rates, regulations, routing and transit time, special services and postal prohibitions. Other features of the book are exchange regulations, currencies, radio and cable and telephone rates, legal holidays, ports and trade centers, shipping routes, weights and measures, territory statistics, population, foreign commerce, regulations as to samples, advertising matters, customs, packing, marking, consular fees, invoices, consular invoices, bills of lading, certificates of origin and collections—these for each country. Any firm at all interested in export business must not be without this book.

Organic Chemistry, by Howard J. Lucas, 686 pages, American Book Company, New York, $3.60.

This comprehensive text-book differs from most others in the field in that it is not merely a list of organic compounds with a description of their salient properties. Professor Lucas has undertaken to describe and apply the many broad generalizations made available by contemporary research, not only in organic, but also in other fields of chemistry. The net result is a work which does not burden the reader with encyclopedic details but shows him how to apply general chemical principles to the study of organic compounds. Into this broad framework, new facts can always be readily fitted as the science advances.

Physical Aspects of Organic Chemistry, by William A. Waters, published by George Routledge & Sons, Ltd., London, 25 shillings.

Dr. Waters has performed an indispensable service for chemists by summarizing the changes in chemical thought brought about by the application of physico-chemical theories to organic chemistry. The book surveys a large number of instances of this application instead of giving detailed treatment of only a few specialized themes. Although the object has been to make summaries, treatment of the complex subjects covered is always full enough to assure clarity.

Electrokinetic Phenomena and Their Application to Biology and Medicine, by Harold A. Abramson, 331 pages, The Reinhold Publishing Corp., New York, $7.50.

This is No. 66 in the American Chemical Society Monograph Series. It deals with the chemistry of the surfaces of proteins, organic and inorganic substances, blood cells, spermatozoa, bacteria, immune substances and tissues as determined by electrokinetic methods. Available experimental data have been clearly related to the modern theory of electrolytes and the book permits experimental results to be examined in the light of recent theory. Much of the book is devoted to elaborate mathematical studies, while for those interested in industrial applications there is an appendix and a quite complete list of references to the patent literature.

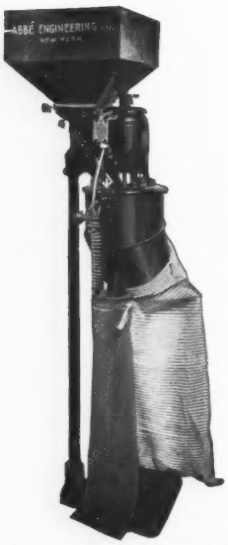
Neuere Sulfonierungsverfahren zur Herstellung von Dispergier-, Netzund Waschmitteln (New Sulfonation Processes for the Manufacture of Dispersing, Wetting and Detergent Agents), by A. van der Werth and F. Muller, 147 pages, Allgemeiner Industrie Verlag G.m.b.H., Berlin, RM.9.60.

The title of the book virtually describes the contents, which are devoted to detailed descriptions of the patent literature of the subject. In German. There is no description of the products themselves other than that given in the patent.

Incompatibilities pharmaceutiques (Pharmaceutical Incompatibilities), by A. Goris and A. Liot, 140 pages, Librairie E. LeFrancois, Paris.

In French. Examples of incompatibility have been gathered from a number of French formularies, standard text-books and from French pharmaceutical periodicals, so that the book is both comprehensive and up-to-date. The first part of the book describes chemical, physical or physiological properties that may result in incompatibility and where adjustments to avoid the difficulty are known, these are indicated. The rest of the book consists of an alphabetical arrangement of substances with a list of incompatibles for each one. Separate chapters are devoted to galenicals and to chemicals.

WHAT DO YOU REQUIRE IN A SIFTER?



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Abbé Turbine Sifters use small cloths which seldom wear out because the material is thrown through instead of sliding around on them. Power cost is negligible because the Turbines handle continuously a small amount of power instead of rolling or vibrating a large load on flat cloths as in other Sifters. They are quicker and easier to clean than any other Sifters. As they employ centrifugal force instead of vibration, they do not shake apart, wear out, or need frequent replacement of parts.

QUIETNESS?

Stand a few feet away and you cannot hear them running. There are no rattling shakers or drumming vibrators to make noise. The Turbines run smoothly on ball bearing shifts.

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Abbé Turbine Sifters will handle all dry materials including sticky, lumpy products like cocoa, drug extracts, stearates, soaps, etc.

DUSTLESSNESS?

Abbé Turbine Sifters are the only truly dustless sifters in existence. Properly set up, you could run them in your office.

INEXPENSIVENESS?

Abbé Turbine Sifters are the lowest priced Sifters in the market. Prices range from $165.00 up.

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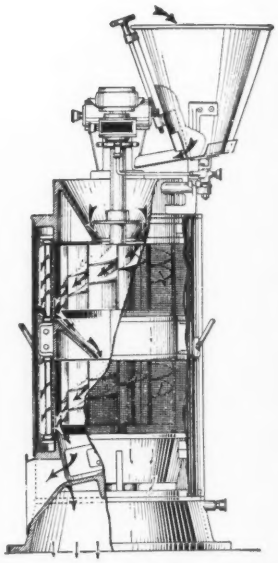
It will pay you to replace your old Sifters now with Abbé Blutergess Turbine Sifters.



Open view showing operating principle

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PRODUCTION FORUM

By Francis Chilson
Production Engineer

DRY MIXING

At lunch a couple of weeks ago with Doctor L. V. Burton, we learned an interesting thing about mixing dry materials of different densities. Doc told us about the experience of the Rumford Chemical Works in mixing baking powder. It seems that many years ago the company suffered a rash of complaints about lack of uniformity in their product. The late Doctor C. A. Catlin was then in charge of research for the company, and for a time the complaints stumped him. His control methods were absolutely rigid, and control samples all conformed to specifications. Then it dawned on the doctor that the samples he was taking from successive batches were *too big* and, hence, would not show minute variations that might appear in the teaspoonful that the average housewife uses. So he proceeded to take teaspoonful samples from batches, which apparently conformed to standards, and promptly the variations came to light.

Doctor Catlin then made an exhaustive study of mixing and mixers and he discovered that after a batch is mixed, there follows a rhythmical cycle of mixing and unmixing, the reversion cycles gradually growing longer as the process continues. Thus, in this particular case, a batch is perfectly mixed in eight minutes. If it isn't instantly dumped, it starts to unmix again and twenty-eight minutes will elapse before the curve swings back to the top point again.

This incident interested us intensely, because it explained difficulties we had had on numerous occasions with materials of one kind or another, that we were not intelligent enough to figure out. In the same study it was learned further, that different mixers of identical size, made from the same castings, have different mixing cycles. Thus, one mixer would do the job in seven minutes, another required eight. The phenemenon occurs apparently in mixing dry materials of a relatively coarse nature only, in connection with which a lack of uniformity would be more readily perceptible. Undoubtedly it occurs also, but to a lesser degree, in mixing pulverized materials like face powder, which, indeed, show it under the microscope. But in face powder minute variations are not at once apparent to the user.

We discussed this with some of the boys in the trade, who make mixtures of crystalline materials. One of them has a similar experience. Another mentioned that difficulties had been experienced in breaking in a new mixer, in which the degree of uniformity obtained depended upon how the various ingredients were added.

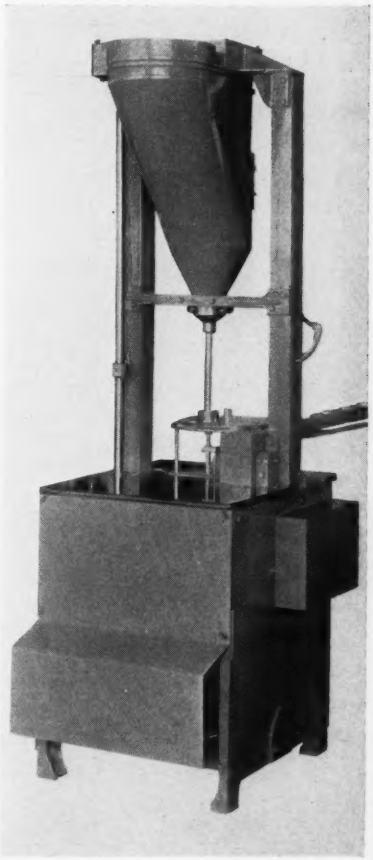
In regard to the size of control samples one chap wrote (every control chemist who reads this should paste it in his hat):—"It perennially appears in our control work that the larger the sample the more uniform it is; the smaller the sample the more irregular. And, just as he (Dr. Catlin) found, the ideal sample would be that which the customer ultimately uses and gets as his unit of dosage. We know as a matter of fact that we do not get in smaller and smaller proportions the uniformity of mix that we do in large ones. This condition will always exist until such time as we get a mixer that will mix to perfect uniformity, and batches that will persist in this well mixed condition and not re-separate as we put them through other stages of handling, notably finishing and transportation. Theoretically, if we could get all ingredients into one grain this would overcome a great deal of the trouble, but I am not sure that even this is the best approach to it." This is an interesting comment and well worth remembering.

Although it might not apply in handling crystalline materials, in connection with which water of crystallization is an important factor, it occurs to us that better uniformity can be secured by pulverizing the components of a batch either collectively or individually and granulating them in much the same way that tablet mass is granulated. We have obtained some fine results insofar as uniformity is concerned by doing just this.

Another important element in dry mixing is speed. Most dry mixers operate at a constant speed, whereas, it appears that mixing speed should diminish as the batch approaches the point of perfect uniformity. Experiments we have made with tablet granulations seem to indicate a possibility in this direction. With a variable speed drive controlled by a time relay it would be a simple matter to control the speed of mixing automatically according to a predetermined curve.

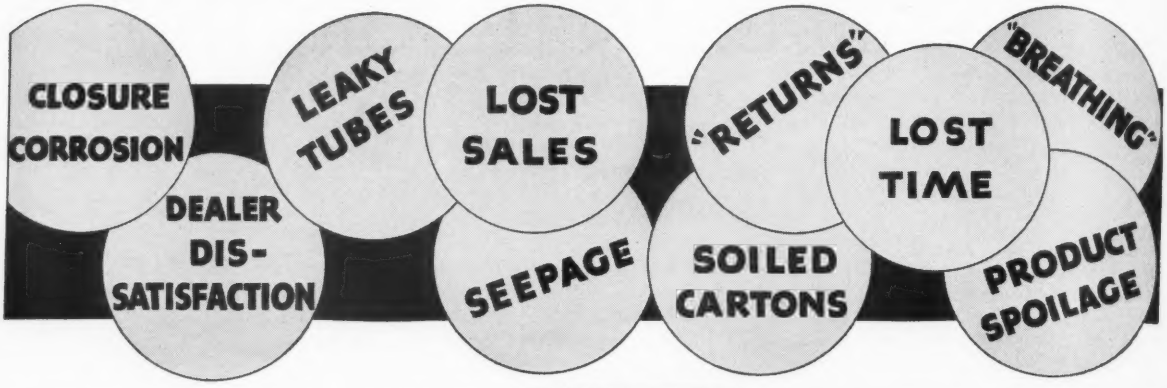
NEW POWDER FILLER

In the accompanying photograph we show the new Stokes & Smith Rotary Powder Filler. Carl Schaeffer tells me that one operator can turn out fifty containers of powder per minute ranging from one to three inches in diameter and from one quarter to two and three quarters inches



deep. Carl says the machine gives an absolutely clean and accurate fill on face powder and is well adapted for filling samples and ten cent sizes. All the operator has to do is feed the drum or boxes, the machine fills and discharges them automatically. An interesting feature of this machine is that the rotary attachment can be removed and, with proper accessories, the machine can then

Why Tolerate these "Leaker" Losses?



Eliminate them ALL with the WESTITE HERMETIC CLOSURE *for Collapsible Tubes*

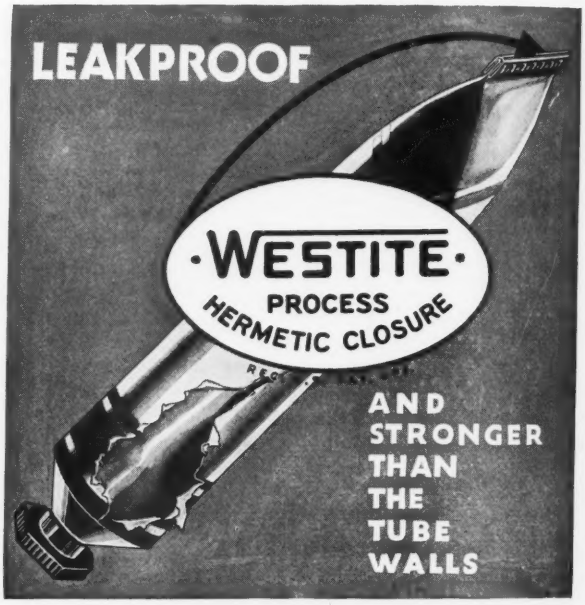
Are you one of the many manufacturers who are taking your collapsible tube "leaker" losses for granted, considering them as "necessary evils"?

One manufacturer told us of having had over a half-million tubes returned in one year because of seepage and corrosion; another, that more than half the tubes in his export shipments were returned or sacrificed as "seconds" from the same causes. You may not be so hard-hit but whatever your visible—or hidden losses from lost customers—you need no longer tolerate them.

Users of the new Westite Hermetic Closure close their tubes with a leakproof seal which is even stronger than the tube walls.

Besides eliminating "leaker" difficulties, this new closure has three other major advantages:

Less tube metal required
All clip expense eliminated
Simpler sealing mechanism required



Also oily products or product ingredients that seep through current type closures almost immediately as well as food products that deteriorate from contact with air can be packaged in tubes sealed with the Westite Closure without danger of either leakage or spoilage.

Send us some of your own tubes and material for a demonstration of this closure. You may be able to secure all the advantages of this new closure *with your present equipment.* Let us tell you how.

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be used for filling ointments, pastes, granular materials, etc., and it can also be used for volumetric or weight filling of other types of containers: tooth powder cans, boxes, jars, pats, etc. Carl tells me that the machine is very inexpensive. Drop him a line.

OINTMENT MIXING

While we are on the subject of mixing we should like to mention some difficulties that crop up in mixing ointments. It was only recently that we came to the realization that ointment mixing is not as simple as it looks. We had used many types of mixers with apparent success, but in cases where we thought we were successful, we discovered that laboratory control was of the crudest sort so no conclusion could be drawn from the samples submitted. We were surprised, therefore, to learn from the plant manager of a prominent outfit, that he considered a hand paddle to be the most efficient mixing device he had encountered. He mentioned having tried all the standard mixers and stated that when cross-section samples, taken from finished batches, were analyzed stratification was evident in every one of them. This puzzled us and made us somewhat cautious in recommending a mixer until it had been thoroughly tried.

When we introduced the Abbe Lenart mixer through this department a number of years ago, we pointed out that the construction of the machine was such that it would mix and mill some ointments and light pastes thoroughly, provided such products could be made hot enough to be fluid. But the samples we made then and subsequently were examined but superficially and were not subjected to chemical analysis. So in this case a small model was brought in on the job and since has demonstrated that it will mix and mill a considerable number of ointments thoroughly, provided that solid constituents are not excessively hard. With some changes in the construction of the mixer, we firmly believe it will take any ointment and do a job on it.

When you consider the construction of this unit you will see how this combination of operations is brought about. Mixing is done by a high speed, finned rotor in the bottom of the tank, which is steam jacketed. Above this is a cylindrical stator having openings in its sides and baffles projecting into the annular space between the cylinder and the tank walls. This stator rests on a rather broad cast metal base, which offers an opposed griding surface to the rotor. Thus, the ointment is not only violently mixed but smoothed out continuously between the stator and the mixing element, the rotor.

Up to the present all samples have been analyzed and analyses have shown them to be completely uniform. It did a good mixing job on zinc oxide ointment, but because of the present construction of the stator, the milling phase was insufficient. A number of people have tried these mixers with less success because they have failed to realize that they will not handle masses that do not flow readily. You can, for example, make any kind of cream in it but you can't let the cream get cold in the machine. Specially designed units have been used for tooth paste and even for powder, but the standard Lenart mixer is basically a liquid mixer and can not handle anything that will not flow readily. Hence, semi-solid materials like creams, ointments, etc. can be mixed only if they are kept in a fluid condition by means of heat.

HY-SPEED PORTABLE SCREW CAPPER

A new simplified Portable Screw Capping Machine has just been introduced by Alsop Engineering Corp., 39 West 60th St., New York. The new unit is instantly adjustable for tightening screw caps of all types. The flexible shaft allows the operator to cap bottles within a large radius of the base.

A heavy, sturdy base with a specially designed built-in motor makes the unit compact, self-contained and readily portable. It can be operated anywhere in the plant by simply setting it on the conveyor sideboard, the work bench, or revolving table. There is no preliminary or installation work required for running it.

Smooth, noiseless operation adds greatly to its efficiency and makes the unit foolproof and effortless to operate.

For steady production work or for numerous capping jobs involving a large variety of bottle cap sizes and styles, the HY-SPEED Capper is a useful machine.

NEW HOMOGENIZER

Recently we have been experimenting with a European homogenizer with surprisingly good results on emulsions of mineral oil and agar, light suspensions and similar materials. While samples haven't been examined microscopically yet, they appear better than the samples turned out on ordinary emulsifying equipment. The interesting thing about this machine is that it is practically noiseless. It works on the pulsation principle, building up a pressure of 3500 pounds per square inch and then letting go. We'll tell you more about this machine as soon as we are at liberty to do so.

WRAPPING AGAIN

Referring to our discussion of this subject last month we wish to correct an impression that might be misleading. We should have pointed out that there are really three types of cellulose wrappings; glue seal, solvent-heat seal, straight heat seal. We have always looked upon solvent-heat seal wrapping (in which solvent is used to soften the cellulose so that it will fuse at a comparatively low temperature) as being a heat seal process, and it was this that led to our original comment that heat seal jobs are neatest. It is this type of seal that is used on cigarette packages, chewing gum, tablet packages, etc. Straight gluing gives a neat job, too, but straight heat seal is the least neat, because the amount of heat required to fuse the paper causes it to wrinkle. This wrinkling is apt to be very noticeable on larger packages.

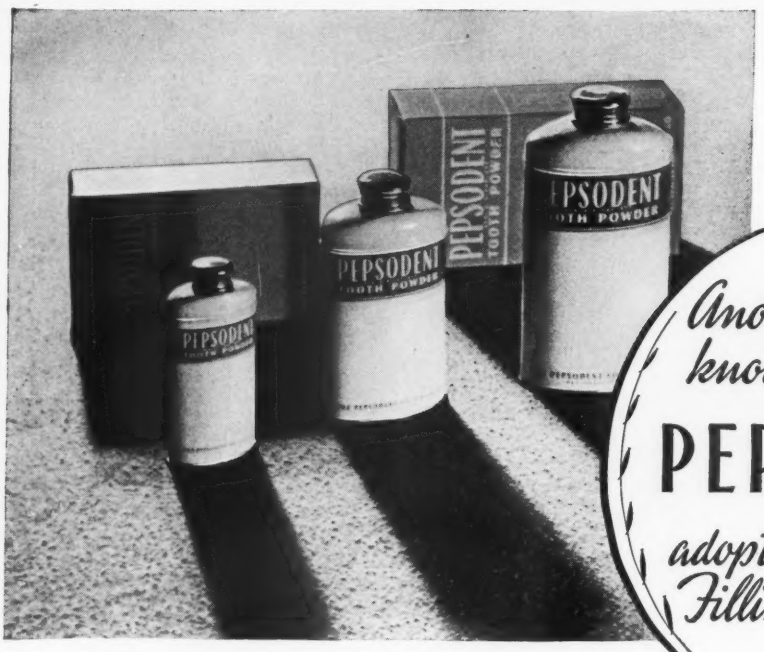
LEAK PROOF TUBES

Several years ago we had a chat with A. D. Kennedy, plant manager of Crosse & Blackwell, about packaging in collapsible tubes. Kennedy said, "You know, we'd like to put up anchovy paste in collapsible tubes, but the product must be sterilized in the tubes and you simply can't get a collapsible tube with a hermetic closure."

That was before the introduction of the Westite Hermetic Closure.

This closure is in fact a hermetic seal. Assuming that you are getting your tubes from leading manufacturers, who can guarantee freedom from pin holes, the Westite seal eliminates seepage, corrosion, soiled cartons, and, hence, saves returns due to these causes. The seal can't leak, because the ends of the tube are fused permanently together at the time the folds are made. Tubes with ends treated for the Westite seal can be obtained from practically all tube makers as most of them have been licensed for it. It does not make any difference whether you use tin, aluminum or lead tubes, you can still get the Westite Closure. This method of sealing tubes has been making steady progress, and now that equipment is available for hand, semi-automatic and fully automatic operation, the Westite seems destined to become just as important an event in the history of tube packaging as was the introduction of the clipless closure. It would pay you well to make an exhaustive study of this process, so why not write

Journal of Pharmacy



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PEPSODENT

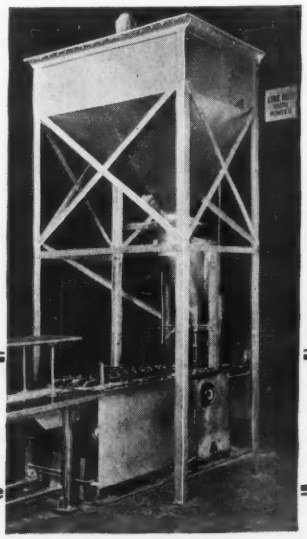
adopts Stokes & Smith Filling Equipment

When Pepsodent Manufacturing Co. decided to package tooth powder in addition to Pepsodent Tooth Paste, they investigated various types of filling machinery and—adopted Stokes & Smith Equipment.

The Powder Filling Lines in the Pepsodent Plant each employ an S & S Automatic Filler. Each machine has accurate, auger filling stations with conveyors. All are readily able to fill any of the three different sized packages at speeds as high as seventy packages per minute.

Why not investigate Stokes & Smith Equipment for your product? There is a wide choice, running from the simplest semi-automatic machinery for limited production to complete, high speed, fully automatic lines for mass production. Write for literature.

One of the Pepsodent Powder Filling Lines showing S & S Duplex Automatic Filler with supply hopper.



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PACKAGING MACHINERY — PAPER BOX MACHINERY

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FILLING MACHINES—CARTON FILLING AND SEALING MACHINES—BAG AND ENVELOPE FILLERS AND SEALERS—TIGHT-WRAPPING MACHINES—COMPLETE PACKAGING LINES

F. J. Stokes Machine Co., Olney P. O., Philadelphia, now before it slips your mind.

LANCASTER DISPERSER

The adjacent picture shows the all stainless steel Lancaster Disperser developed especially for drug and cosmetic products. This machine does a nice job on tooth paste, ointments, shaving cream, milk of magnesia, creams and similar emulsions. Details can be had from Lancaster Processes Inc., 432 Fourth Ave., New York.

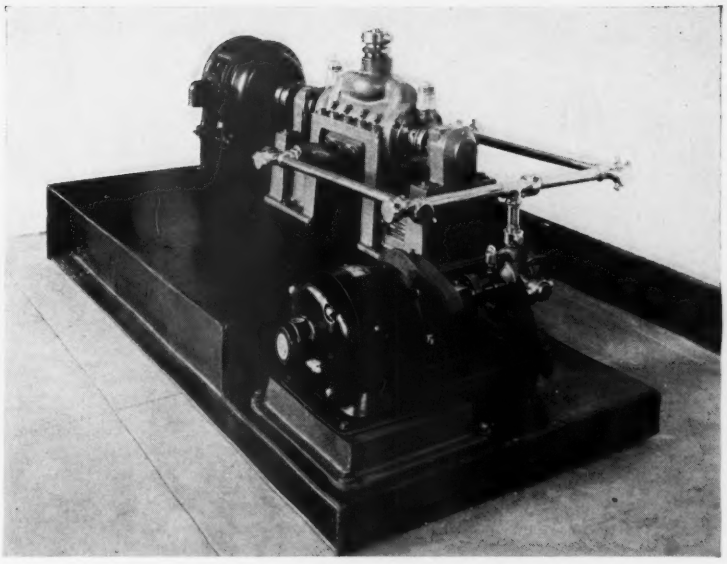
VARI-DRIVE

We think the motorized Vari-Drive made by U. S. Electrical Mfg. Co., Los Angeles, Cal., is a honey. It is small, compact and rugged; with a touch of a little hand wheel you can get any speed you desire within the range of the unit which is considerable. You can hook it up directly to the shaft of whatever machine you may wish to drive and thus eliminate all belts, pulleys and gears.

GLASS BRICKS

To Roy Copley, plant engineer of the Norwich Pharmacal Co., goes credit for a darn smart idea in connection with the utilization of the new glass bricks of Owens-Illinois. We were talking about the windows in one of the buildings of the plant, which are in bad shape due to corrosion of the metal frames, and require constant maintenance. Instead of replacing the frames from time to time, Roy suggested removing the frames altogether and bricking up the openings with glass brick. This struck us as being a first rate idea, for undoubtedly the glass bricks can be bought cheaper than new frames and new panes. In cases where all windows are removed and glass brick substituted, fans would have to be utilized for ventilation.

This window problem is really acute throughout the trade. Now-a-days, of course, steel casement windows are set in a resilient material that permits expansion and contraction, at the same time forming a gasket around the frame, so that rain cannot get in and rust it out from underneath. But most of the plants we know of have been built for quite some time and are equipped with the old style windows. Consequently, window panes are continually cracking and bursting from expansion and contraction of frames, and the frames themselves rust out and frequently need replacement. Just a short time ago one of our clients was obliged to replace all the windows in his plant with a more modern type. The same problem is troublesome in plants where processing steam and corrosive fumes are a factor. So Roy's idea is well worth considering the next time you have a repair job on your windows.



LANCASTER ALL STAINLESS STEEL DISPERSER

NEW VS SECOND HAND MACHINERY

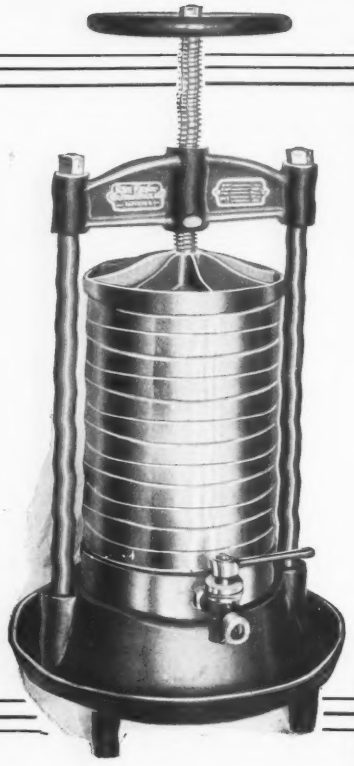
Sat in on an interesting discussion of the economics of purchasing second hand instead of new machinery. One of the boys was for it; another against it and we followed the middle of the road. The chap who was against it advanced the interesting viewpoint that you save practically nothing in purchasing second hand machinery, because it costs just as much to install as it does to install new machinery; it costs just as much or more to maintain it, and, tax laws being what they are, the annual charge for depreciation is about the same in both cases. This man acknowledged that a saving was made in the original capital investment, but this saving pro-rated over the life of the machine, he contended, didn't amount to anything.

The second chap advanced the opinion that when second hand machinery is bought from reputable dealers, it will be in first rate condition and hence will function as well as new machinery, though costing only half as much. He further was of the opinion that the plant manager's duty is to keep fixed investments down. Our own opinion was that the nature of the equipment should be the decisive factor. Long-life equipment like kettles, stills, evaporators, condensers, mixers may be bought with safety and very considerable savings, and that this procedure is indicated in pilot plant work and also in connection with processes the future of which is uncertain.

Precision equipment like most packaging machinery, tablet presses, etc., must be bought with considerably more caution, knowledge of the previous history of the equipment and the reputation of the dealer, because machines like these are expensive to overhaul, and machinery manufacturers certainly do not cut their parts prices when they find you've bought a second hand machine. We always buy new machinery of whatever type when we can, but when the money simply isn't available, we'd rather spend an equivalent amount for a good second hand machine having capacity for the job, than for a new machine with lesser capacity.

PROCESS HANDLING

In small batch work which is the rule in this trade, the problem of batching mixers and of transferring materials from one machine to another, causes many little knotty problems. If transfers are made by hand with shovels or scoops, a lot of dust is created and much labor is needed. If transfers are made with conveyors, the job of cleaning the conveyors for successive runs usually requires more labor than hand-transfers. If a mono-rail and bucket system is used, the equipment usually is just cumbersome enough to make handling difficult and hence minimize saving. If one machine is placed above another for gravity transfer, one must have several floors, a mezzanine, or a loading platform, all of which have obvious disadvantages, when one or two men have to run all the equipment. It is a fact that there is a need for multi-process equipment, like the Lenart mixer referred to above. Pulverizers that will do their own pre-mixing would be handy. If you could get a powder unit that would pre-mix, pulverize and sift, it would be helpful. Many attempts have been made in this direction. J. H. Day has built some complete plants for putting dry materials through several different processes. And these plants are very efficient on *one* material. They do not lend themselves to speedy cleaning such as we require.



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You don't send out your products in second-hand bottles or with soiled labels, and in torn cartons. Ridiculous!

Then why be satisfied with anything but the finest filtration? After all, *the product itself is the final sales argument.* Put the life and sparkle into it that will show it to be carefully, cleanly made.

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Kiefer Filters are doing just that for thousands of manufacturers and will do the same for you.

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Tablet Machines—single punch and rotary type, Colton and Stokes.

Dry Powder Mixers and Sifters, J. H. Day Co.

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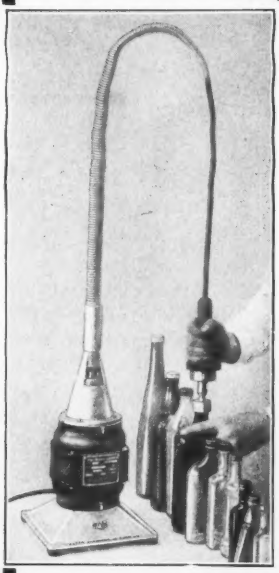
This May Happen to You!

"entire shipment ruined because loose caps leaked"

If You Are Capping by Hand



But NEVER with a ~~HY-SPEED~~ CAPPER

Tightens all screw caps securely making every bottle absolutely leak proof.

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Caps Bottles equally well on conveyors, tables, trays and boxes.

Compact, self contained and easily portable.

Noiseless motor, can be operated from light socket.

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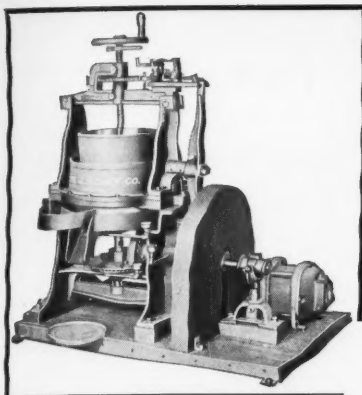
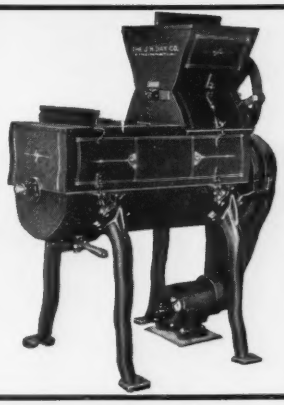


Day Force Feed Ointment Mill

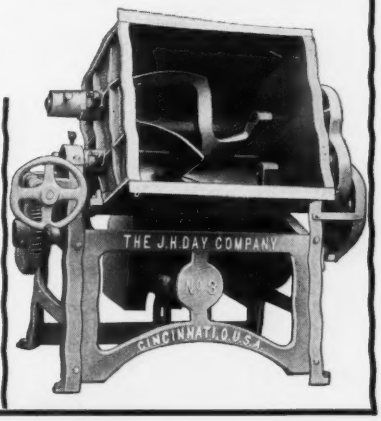
Day Hunter Sifter and Mixer



GRINDING, SIFTING, MIXING, DISSOLVING EQUIPMENT

For processing ointments, lipsticks, rouge-masses, tooth pastes and powders, bath salts, drug-extracts, tablet-granulations, heavy cosmetic pastes, clay packs, extraction of crude drugs under vacuum, heating or cooking during mixing, etc.

Descriptive material on processing equipment for these purposes will be mailed on request. Or if you have a specialized problem in processing, our engineering department will be glad to work with you in determining what equipment is best suited to your needs.



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Day Paragon Liquid Mixer

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LIQUIDATING EQUIPMENT FROM NEW YORK CITY PLANT OF THE McCOY LABORATORIES. LATEST TYPE—EXCELLENT CONDITION.

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1—Colton Tablet Stacker.
1—Package Machinery Co. type "AA" Wax or Cellophane Wrapping Machine.
1—Package Machinery Co. Sample Wrapper.

Also available at our Newark, N. J. shops:
1—Pneumatic Scale "Enlarged Samco" 11-spout Vacuum Bottle Filler. USED THREE WEEKS. NEW CONDITION.
1—Karl Kiefer 4-spout tray type Vacuum Filler.
5—World, Ermold and National Labelers.
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3—J. H. Day Emulsifiers, 12, 24 and 50 gals. capacity.
1—American double unit Powder Filler and Weigher.
2—J. H. Day and Stokes auger type Powder Fillers.
2—J. H. Day Pony Mixers, 8 and 40 gallons.
1—Arthur Colton No. 4½ single punch Tablet Machine, up to 1½" dia. tablets.
1—F. J. Stokes "T" Tablet Machine, makes up to 1½" dia. tablets. NEW CONDITION.
3—Coombs Gyratory Riddles or Sifters.

MISCELLANEOUS—Kettles, Drug and Ointment Mills, Filters, Filter Presses, Grinders, Mixers, Coating Pans, Glass Lined Tanks, Portable Agitators, Water Stills, Pumps, Boilers, etc. Send for printed list.

What have you for sale? Send us a list.

Consolidated Products Company, Inc.

20-21 Park Row Telephone: Barclay 7-0600 New York, N. Y.

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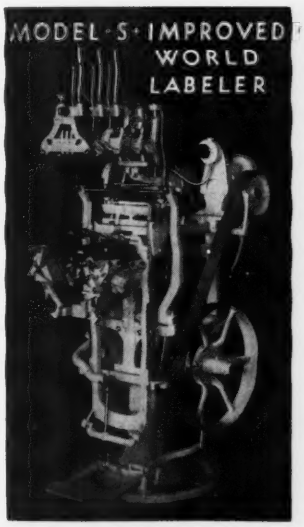

The most flexible labeling machine. Easily equipped for labeling any size bottle or jar. Many exclusive mechanical features, developed by manufacturing experience of more than 35 years.

Economic Machinery Company

WORCESTER, MASS.

Makers of complete line of automatic and semi-automatic labelers.

No. 2 Rotary Tablet Machine

New and Improved!

We have no yearly models—but improvements and refinements are being constantly added to Colton machines.

There are over five hundred Colton Rotaries in use.

Superior design, sturdy construction and ease in operation have made this possible.

The No. 2 Rotary Tablet Machine has such desirable features as *positive pressure*, eliminating varying thicknesses of tablets; *hardened steel gear drive*, eliminating frequent replacement of worms used on other makes, and *sliding upper punch holders*, to hold the punches rigidly, enabling the manufacture of special shaped tablets most satisfactorily.

Write for Catalogs.

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2620 East Jefferson Ave.

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Patent Applied for

A BOTTLE CAPPED

with every motion the

ERTEL WAY

A hand capper that involves no wrist motion . . . no fatigue . . . no operating cost.

Zip! Zip! Zip! And bottle after bottle goes on its way. Every time the handle comes down, another bottle is capped . . . . securely . . . uniformly tight.

When the consumer opens the bottle, he doesn't need a pair of pliers to do it! The capper is geared to eliminate leakers and yet to make bottle opening easy. Operators require no experience. These cappers are fool-proof.

Each capper comes complete with one chuck. Send sample of cap with order. Various chucks to fit different size caps are available and easily interchanged. Write for yours promptly while you have it in mind.

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LIQUIDATING SPECIAL PURCHASES FROM FOUR DISCONTINUED PLANTS

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Colton No. 1 Suppository Press—Colton automatic Filler, Closer and Clipper.
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Day, Stokes and Stokes & Smith Powder Fillers—World, National, Ermold Labelers.
Colton and Stokes Single and Rotary Tablet Machines—in all sizes.
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W. & P. 100 gal. Jacketed Mixers—Ross 30 gal. Jacketed Mixer.
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Quaker City Grinders and Pulverizers—100 to 1000 lbs. Capacity.
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F M C

Each Machine Guaranteed Re-conditioned Good-as-New

"See First first"

First Machinery Corp. 419 Lafayette St. New York City

"We Machine your surplus equipment"

For us . . . fresh fields to conquer.
For you . . . an excellent opportunity.

Let Us Produce
Your Private Brand
of TOILETRIES or COSMETICS

We invite you to take advantage of our experience, equipment, facilities and reputation for manufacturing quality Toiletries and Cosmetics "at a price." We have large alcohol permits . . . modern, up-to-the-minute high-speed equipment, and ample space in our large plant . . . quick, convenient access to rail, water and truck transport . . . years of experience in manufacturing, bottling, labelling, and shipping . . . at your immediate disposal. Whether it's a gross or a carload, we can do the job right, for an extremely modest fee—thanks to the natural advantages of our position.—Now successfully manufacturing complete line of: Toiletries, Cosmetics, Drug Sundries and Dry Packaged Chemicals. All replies in strict confidence.

EDWARD ROSEMAN, President

ADDÉ Inc.

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Filled GLASS and Calomel Electrodes — For Plant or Laboratory

COLEMAN pH Electrometer

• Direct Reading • Self-Contained

Positive, reproducible results in creams, colored or turbid mixtures are a revelation to chemists and plant men. Only the COLEMAN has factory prepared GLASS electrode . . . accuracy does not depend on operator's skillful preparation!

Among the users:

Dow Chemical Co.	Monsanto Chemical Co.
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● Write for WACO CATALYST No. 3535DC for description . . . or we will gladly send for 5-day free trial . . . it costs but $125.00, complete!

WILKENS-ANDERSON CO.
111 N. Canal St. Chicago

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NAIL POLISH *headaches*
CONSULT VORAC

We supply you in bulk, with finished quality finger nail polishes and manicure requisites.

Rich delicate appearance. Superb finish.
New creations in polishes and removers.

VORAC has the acknowledged leadership in quality and style which brings repeat business.

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Write for full information

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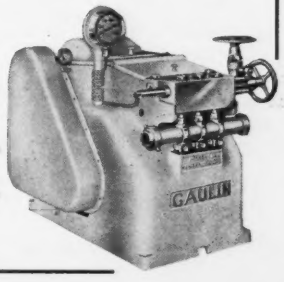
MODERNIZE *with*

MANTON-GAULIN
Two-Stage Homogenizer

No plant is completely equipped without one of our homogenizers. They eliminate compounding troubles and vastly improve the quality and appearance of your products. Many oils and medicines are made more effective therapeutically and much more palatable by homogenization.

Creams, ointments and liquid and semi-solid emulsions of all kinds are made more stable and more appealing in appearance. Suspensions such as milk of magnesia are made more stable. Medicines, solutions and other liquids are made clearer and more uniform.

If you want to make fine products, make them with an M-G Two-Stage Homogenizer. Many sizes available.



The Manton-Gaulin Manufacturing Co., Inc.
EVERETT :: MASS.

Perfume Agfa Notes

FIXATIVE TEST

In these "Perfume Notes" for last month we mentioned a simple test which will determine the advantage of one fixative over another. So much interest has been evinced in this test that it seems desirable to outline it here. The discussion last month was largely devoted to the advantages of Arosol and it was in this connection that the test was mentioned. To determine the advantages of Arosol over other fixing agents, proceed as follows: A floral compound, for instance Lilac 100% is mixed with 10% Arosol on the one hand and with 10% of each of the other fixatives with which Arosol is to be compared on the other, and the results are compared on test papers over a period of several days. At first all of the papers will smell alike but a difference in favor of Arosol becomes increasingly noticeable day by day. The best proportion of Arosol to be added to the compound is about 10%. We shall be glad to send you a sample for the purpose of conducting this simple experiment for fixative efficiency.

ROSE FIXATION

In powder, lipstick, cream or perfume odors, where a more lasting quality is desired, the result is admirably achieved with Rose Crystals #1500. This product has an aroma remarkably similar to Rose Otto. It is very powerful and lasting and blends well with the artificial Musks. A small percentage is sufficient.

"FRESHNESS AND LIFE IN ROSE COMPOUNDS"

Rose odors are apt to be a little flat, no matter how expensive or how delightful the effect otherwise. We have developed a new body, "Vert de Rose," which adds life and the characteristic green note of the living flower. It is valuable in all types of Rose perfumes and has a considerably wider application as well. It is very effective in cream odors.

Floranol

Perfumers who are confronted with the problem of creating the characteristic fruity note in rose odors have a number of chemicals at their command. Those which fulfill the requirements best are the Butyrates and Iso Butyrates of the Rose Alcohols.

Floranol comes under the classification of the Iso Butyrates, which have a particularly soft and mild character.

Floranol is 100% chemically pure. It has an odor in character similar to that of Phenyl Ethyl Iso Butyrate but is milder and fuller.

It has the faculty of rounding off the rough edges of any compound in which it is employed, giving a harmonious effect to the whole compound.

Floranol is somewhat deceiving on first observation. When smelled from the bottle it seems weak, but is just the contrary.

It has the faculty of "stretching." It is extraordinarily lasting and being of low volatility has good fixing power.

Its fragrance increases gradually in intensity after being added to the compound. A small percentage of Floranol is sufficient to create a perfect blend and this, combined with its low price, makes it very economical to use.

In Rose compounds 5-8% of Floranol is indicated.

In Lavender compounds, 10-15%.

In fancy odors of the Fougere type, 3-5%.

In delicate floral odors, up to 3%.

Floranol does not discolor.

Floranol is stable to alkalis.

Floranol has considerable fixing power.

Floranol is decidedly worth investigating. Samples are at your disposal. Write to

FACE POWDER FORMULA

One of the very noticeable advantages of Face Powder Base Z is the fact that it permits the use of an increased portion of talc inasmuch as the adherence of this material is improved by the presence of a strongly adherent and easily spread ingredient like Face Powder Base Z. The following suggested formula takes due advantage of this fact and also produces an excellent finished face powder: 22 parts zinc oxide; 61 parts talcum; 10 parts Face Powder Base Z; 6 parts calcium carbonate, precipitated; 1 part perfume. However, as we have emphasized before, one of the advantages in the use of this face powder base is the fact that by adding from 5 to 15% to his present formula any manufacturer may effect very definite improvements in his finished face powder. Among these improvements are the following: it will be whiter and have greater fluffiness; it will have a more pleasant slip and easier spread; it will be more adherent; it will give the skin a natural "unpowdered" appearance.

SUPPLENESS, SMOOTHNESS AND GOOD ABSORPTION QUALITIES

are the aim of all good creams and lipsticks. To achieve this end Cremolin is very valuable. From 0.2 to 0.3% in creams and from 2% to 3% in lipsticks gives the desired result.

If your cream does not spread as easily as you desire, if it does not absorb as readily or if it pulls, try a little Cremolin. The result will surprise you. Samples will be gladly furnished on request.

AGFA AROMATICS DIVISION

General Drug Company

170 Varick Street New York, N. Y.

PERFUMERS' SHELF

Odor Popularity

The popularity of odors is something that deserves critical attention from perfumers. Gardenia, for example, became tremendously popular in just a short time and although its popularity continues without any sign of abating, still a decline is something for which the creative perfumer should be prepared.

Another current favorite is lavender which has been so successful, particularly as exploited by Yardley. There are many other lines which are also based upon lavender which are currently being introduced, St. Denis and Tre-Jur, to mention just two. Although lavender has certain well-known shortcomings as an odor due to the fact that it is not adaptable to a wide range of products and must pretty generally be confined in its use to soaps, toilet waters and powders, still it bids fair to be more popular than ever during the coming year.

One more development which should be watched with interest is Chanel's new odor which is being tied up with sports in its promotion. Perfume popularity in the past has been correlated with fabrics, styles, flowers and other similar feminine interests, but if this new idea of Chanel is successful, and it should be for it is smart perfume merchandising, then there should be a growing demand for perfumes *pour le sport.*

Facts on Oils

Clove Oil: Soluble in 1-2 volumes of 70% alcohol. Eugenol content between 80 and 90%. Acts as a disinfectant. Not stable to alkali, but more so than eugenol. Colors soaps, but the odor is stable. Action is similar in creams, powder, etc. Irritates and colors the skin, especially when mixed with certain compounds (vanillin, heliotropin, indol, etc.)

Neroli Oil: Soluble in 1-2 volumes of 80% alcohol. Not stable to alkali. Easily becomes colored when mixed with vanillin, heliotropin, etc. Used in Eau de Cologne, perfumes, fine toilet waters, etc.

Opopanax Oil: Soluble in 1-10 volumes of 90% alcohol. Does not irritate. Fixative.

Orange Peel Oil, sweet (Portugal Oil): Soluble with turbidity in 7-8 volumes of 90% alcohol. Easily resinifies. Has some bleaching effect and has disinfecting properties. Used in perfume, Eau de Cologne.

Orange Peel Oil, bitter: Soluble with turbidity in 7-8 volumes of 90% alcohol. Resinifies easily. Very similar to Portugal Oil.

Origan Oil: Soluble in 2-3 volumes of 70% alcohol. Antiseptic. Irritates the skin. Used in bath preparations, soaps, Eau de Cologne, toilet acid, etc.

Palmarosa Oil: Soluble in 1.5-3 volumes of 70% alcohol and in 3-5 volume of 60% alcohol. Contains 75-90% of geraniol. Stable and does not irritate. Used in soaps and bath salts.

Patchouli Oil: Soluble in 0.5-7 volumes of 90% alcohol. Fixative. Used in powder, etc.

Petitgrain Oil: Soluble in 1-1.5 volumes of 80% alcohol and in 2-4 volumes of 70% alcohol. The finest oil is the French, the South American (Paraguay) being coarser. Very stable and does not irritate. Use is universal.

Wild Thyme Oil: Easily soluble in 90% alcohol. Used in soaps, etc. Serpolet is a mixture of various oils.

Pimento Oil: Soluble in 1-2 volumes of 70% alcohol. Contains 70-75% of eugenol. Used in perfumes, bath preparations, soaps. Relatively stable. Irritating in large quantities.

Rose Oil: Setting point, 18-23.5° C. Stearoptene content 17-21%. Soluble in 70-80% alcohol. Often adulterated with geraniol. Used in fine soaps, powder, perfume, etc. Very stable.

Peppermint Oil: Soluble in 3-5 volumes of 70% alcohol. Is irritating to the skin when used in large quantities. The Mitcham and American oil are best, while the Japanese oil is coarse. It is used in soaps (unstable), Eau de Cologne, toilet waters, bath preparations, etc.

Rosemary Oil: Soluble in .5 volume of 90% alcohol. Good quality from French and cultivated plants. Has disinfecting properties and irritates the skin. Often adulterated. Stable.

Sassafras Oil: Soluble in 80% alcohol. Safrol content about 80%. Stable. Used in soaps, bath preparation, setc.

"Even though I like swell perfume, I'm still a lady."

CREAM and OINTMENT BASES

For Soapless, Neutral and Acid Emulsions

— TEGIN —

Tegin, a chemically pure, waxy substance, is a homogeneous organic body related to the natural fats.

It is a ready base for making oil-in-water greaseless creams and ointments. Modern soapless creams may be made with it for no saponification is necessary.

ADVANTAGES

Gives non-alkaline creams.

A ready-base—no saponification or alkalies necessary.

Non-fatty and medium fatty creams are very simply prepared with it.

Resistance of creams and ointments to freezing—no thickening or water separation.

Tegin, being related to the natural fats, has greater dermatological value than emulsions made with Stearic Acid.

EMULSION INGREDIENTS

The following may be added to Tegin Emulsions:

Alcohol	Mercury
Beta Naphthol	Methyl Salicylate
Bismuth Oxychloride	Oils of all kinds
Calomel	Petrolatum
Camphor	Resorcin
Cholesterin	Sulphur
Formaldehyde	Talcum
Glycerin	Tar
Gum Solutions	Titanium Oxide
Lanolin	Vegetable Mucilages
Menthol	Waxes of all kinds

The following should not be added to regular Tegin creams:

Acids, e.g., boric and salicylic
Alkalies, e.g., borax and potash
Electrolytes, e.g., salts
Vanillin
Zinc Oxide

EXTENT OF USE

In the average emulsion 10-12% of Tegin is sufficient. In general the water content should not be less than 50% (Glycerin should be considered as water). For fatty creams containing less water, we recommend our Protegin X as a base, which gives water-in-oil emulsions.

Fats and oils of all kinds may be used in Tegin creams. These creams contain the oil phase in an extremely fine state of distribution and can, therefore, most easily be rubbed into the skin without leaving a greasy appearance. They have a pleasantly refreshing effect on the skin on account of their high water content.

Should you desire to improve the stability and appearance of your present stearate creams, and at the same time prevent water separation due to freezing, part of the Stearic Acid can be replaced by Tegin. To the Tegin, a part of the necessary water for the cream is added; thus an emulsion is formed. This emulsion is added to the stearate cream at a temperature of 40-50°C. while stirring constantly. In this case, the Tegin content of the finished product should be about 2%.

Special information about the use of Tegin for superfatting soaps is available and will be submitted upon request.

Tegin is used in the better grade of lipsticks, mascaras and rouges in place of all or part of the beeswax.

If 2% Stearic Acid plus 0.1% Caustic Potash is added to a Tegin vanishing cream, it gives it somewhat the feel of the old type of stearate cream.

FORMULAE

Vanishing Cream:

N-263	
Tegin	12%
Mineral Oil	2
Glycerin	3
Spermaceti	5
Water	78
Tegosept P	0.1%

Usual procedure. 1% or more of Titanium Oxide will make the above a good foundation or powder cream.

Greaseless Ointments:

Formula N-263 above may be used as a basis for most ointments, e.g., Menthol and Methyl Salicylate will make it a good greaseless analgesic balm.

Hand Lotions:

	N-432	64-D
Tegin	3.5%	1.0
Glycerin	5.0	10.0
Alcohol	5.0	7.0
Menthol	0.2	0.1
Water	86.3	77.3
Stearic Acid		4.5
Caustic Potash		0.1

Lotion N-432 is of the soapless, milky type.

Lotion 64-D is still soapy but less costly than N-432. It is pearly.

Sun Tan Lotion:

N-432/2	
Tegin	3.5%
Glycerin	5.0
Mineral Oil, Light	2.0
Menthyl Salicylate	10.0
Water	79.5

1. Boil 3.5 parts of Tegin and 2 of Mineral Oil in 20 parts of water and stir to 65°C.
2. Mix Glycerin with balance of the water and heat to 65°C.
3. Heat Menthyl Salicylate to 65°C. Put mix 2 into 1 and then add No. 3. Stir mass until cooled to 40°C. and then add perfume.

PROCEDURE

The ingredients for the cream or ointment together with the water, but without the perfume, are weighed into a single container and brought to a boil and stirred until cool. If, in exceptional cases, it is found that the dispersion is not satisfactory, the process of melting and cooling with agitation may be repeated.

The material for the boiler and mixer can be as that used for the preparation of skin creams with Stearic Acid.

Tegin creams packed in jars require a preservative. We recommend 1/10 of 1% Tegosept P.

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Gum Wave Set

Dr. Edward H. Ryan of the Dr. Ellis Sales Co., Inc., has sent us some interesting material on the manipulation of gums for the preparation of wave set preparations. The following points must always be kept in mind in the manufacturing procedure:

1. A carefully selected, clean gum must be used. This includes karaya, quince seed, elemi, sandarac, tragacanth, a mixture of these, etc.

2. Every batch of raw material and finished product must be subject to careful control.

3. The mucilage should be completely digested and extracted.

4. This mucilage must be brought to uniform viscosity before any other materials—preservatives, drying agents, perfume, color, etc.—are added.

5. Add the right amount of diluent to bring the finished product to the right consistency.

6. Filter the product completely and thoroughly, store it carefully at a uniform temperature and observe absolute cleanliness in handling and bottling.

The following directions are recommended for the preparation of a karaya mucilage. Using a finely powdered karaya, sift and make the mucilage on a basis of 24 ounces to 10 gallons of water at about 130 degrees Fahrenheit (55 degrees Centigrade) with agitation from 1½ to 2 hours. Strain through cheese cloth or gauze without pressure.

A waving fluid properly made with clean karaya will not leave flakes or powder on the hair. Only those preparations containing enough alkali to give a pH of 7.8 or higher will dry and scale the scalp and in time form precipitate in the bottle.

Abrasiveness of Tooth Powders

M. L. Smith, writing in the Journal of the Society of Chemical Industry, 1935, vol. 54, page 269 T, describes an apparatus by which the abrasion of very fine powders used in dentifrices can be quantitatively measured and compared. The abrasiveness of calcite increases regularly with the weight-average particle diameters. Aragonite needles are less abrasive than calcite spheres or rhoms of the same volume, despite the greater hardness of the former.

Stability of Emulsions

To insure stability, an emulsion should contain a suitable emulsifier and a suitable phase ratio with regard to its type. If the emulsion is homogenized in an efficient machine, phase ratio is not as important as the emulsifying agent because there is very little creaming. As a general rule the homogenization of an emulsion containing more than approximately 74% by volume of internal phase leads to partial breakdown. If the emulsion is to be prepared by agitation alone, then the percentage of internal phase by volume should be at least 74; otherwise creaming will probably occur. Very stable noncreaming emulsions are possible if the external phase can be made to set to a jelly-like mass by the addition of a substance such as gelatin. The ideal noncreaming emulsion would contain just sufficient disperse phase for the globules to be in closest packing after homogenization. Q. J. P. P.

Borax

Borax alone when dissolved in water gives a solution having a pH of 9.2 and if alkalinity is to be still lower, a mixture of borax and boric acid may be used. Approximately equal parts of these substances by weight when dissolved in water will give a solution with a pH of 7.95. When borax and boric acid are mixed intimately, they form a double salt which is easy to wet and is more soluble than either component alone. This compound may be made by mixing intimately 50.7 parts of borax with 49.3 parts of boric acid and heating to drive off 21.6 parts of water liberated. P. J.

Skin Cream

French Patent 787,532 has been issued to the Chas. H. Phillips Chemical Co. for a cream containing magnesium hydroxide, an oil, an alcohol of high molecular weight containing at least 16 carbon atoms, a wax and water. An example consists of magnesium hydroxide 2.4, cholesterin 2.7, petrolatum 30.3, ceresin wax 1, water 60.4, ethylene glycol 3 and perfume .2.

Dentifrice

A dry powdered material such as a mixed dentifrice is impregnated with a wax such as ceresin wax for leaving a thin protective coating on the teeth when brushed with the composition. U. S. P. 2,024,146.

Antiseptic Water

Another example of oligodynamic activity, the bactericidal effect of infinitesimal amounts of metals in water, is given by N. Metalnikoff, reporting in Compt. rend. 1935, page 201. Tap water became definitely bactericidal in one to two minutes after passing a direct current of .3 to 4 milliamps. and 1.5 to 4.5 volts through it by means of 16 sq. cm. silver electrodes.

"There are limits to what an all-purpose cream will do."

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Isco Silver Talc has won wide favor among producers of these powders because of its uniform Whiteness, Fineness, Slip *without shine*—and correct degree of lustre. . ● For FOOT POWDERS you will find Isco Silver Talc highly satisfactory in a mix with either Boric or Salicylic Acid. Isco Silver Talc comes from America's purest deposit.

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Lanolin
Cosmetic grade; high absorbing qualities.

Beeswax
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Stearic Acid
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Zinc Oxide
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Aquaphil
Lanolin absorption base. Made entirely from derivatives of Adeps Lanae.

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Ozokerite Wax

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The bactericidal power lasts more than three months and is not destroyed by boiling. The activated water confers its power on other water used for dilution. The action is increased by increasing the current and the size of the electrodes to 50 milliamps. at 10 volts for 3 minutes with 45 sq. cm. electrodes. The silver contained in this water does not give it any taste and had no visible effect on 20 mice fed for three months on bread soaked in activated water.

Similar sterilizing effect has been reported repeatedly from the filtration of ordinary water through beds of finely divided silver. The possibilities of the use of water activated in this way for cosmetic preparations must be immediately apparent in the manufacture of antiseptic creams and lotions, but to our knowledge no work has yet been done in this direction.

Liquid and Cream Powders

Liquid powder is not merely a substitute for ordinary face powders; it is an effective beauty aid for evening use on the back and arms. It is especially well suited for use on oily skins.

These products may be described as suitable pigments suspended in a liquid medium which is usually a water-glycerine mixture, but may be oily. Although the mixture usually settles on standing, ingredients should be so selected that they may easily be brought into uniform suspension again by ordinary shaking. The most commonly used materials are colloidal kaolin, precipitated chalk, talc, zinc oxide, titanium dioxide, zinc stearate, magnesium stearate, etc. In addition to these, very small amounts of saponin may be added to increase adhesion of the powder, assist in suspension and to impart foam. A typical formula contains 100 parts of colloidal kaolin, 80 parts of talc, 50 parts of titanium dioxide, 125 parts of glycerin and 660 parts of water. If the preparation is to be tinted, as is common, insoluble pigments, not dyes should be used. Very often rose water or orange flower water are used instead of ordinary distilled water, but in any instance, if perfume is used it should be one of the water soluble types. In this way the perfume will not have to be dissolved in alcohol and permanent, uniform distribution of the perfume is assured. As in the usual face powders, even distribution of the coloring matter is an important problem. Pigment should first be intimately mixed with the white materials used and the whole made into a paste with a small amount of water. This paste is now very finely ground, preferably in a colloid mill, and the paste allowed to dry. Grind and sift through a fine screen. Glycerin and water may be added to the pigmented powder and the mixture finally passed through muslin.

Cream powders represent a far more complicated problem than is obvious on the surface. Their purpose is to supply a more or less permanent coating to the skin and replace ordinary face powder where the latter cannot be effectively used. The pigments used must be tinted in the proper shades, they must give a dull finish to the skin, they must have adequate, but not excessive covering power (avoiding the appearance of a calcimine finish) and they should be spread evenly and uniformly. Thus, the individual problems must be considered in turn. The cream base must be formulated to be spread easily and evenly on the skin, without being too moist or too dry. Cetyl alcohol is a useful component for providing the desirable dull finish. The powder may well consist of a mixture of transparent and non-transparent ingredients with the proper admixture of pigments. Finally, incompatibilities between powder and cream components must be guarded against.

Dextrins

Large quantities of dextrin are produced in the United States from corn starch, in England, Holland and Germany, where potato starch is the chief raw material. British gum, which is a dextrin made by roasting without the addition of acid, is widely used as a thickening agent for various purposes. Crystal gum is a very pure mixture of three types of dextrin and contains very little sugar or soluble starch.

Some insecticides contain dextrin to increase adhesion of the soluble component to the foliage. In some cases, dextrin has been successfully used as an emulsifying agent, while a very large outlet lies in the manufacture of adhesives. The manufacturers of cardboard boxes, paper bags, gummed labels, envelopes, etc. use large amounts of dextrin in the form of adhesives. Dextrin solutions are used in the production of compact powders as binders, and may repay investigation in formulating hair preparations.

Shaving Creams

A shaving cream, in order to be acceptable, must show following properties. 1. The external properties of the cream must be acceptable, that is, the cream must be white or very slightly off-white in color and should have an odor acceptable to men. This, in general, would mean not too strong an odor and one that will not be strong on the face after shaving. 2. Lather must be produced quickly and abundantly and be of the type most useful in shaving. In other words, the lather should be dense in structure and give firm support to the individual hairs, it must be wet, to supply sufficient moisture to wet the hairs completely and soften them and it must be readily washed off. 3. The cream must be stable on storage and not change consistency nor dry out. Glycerin is useful in this last respect and also tends to act as a lubricant for the razor blade.

Potassium hydroxide is the alkali most commonly used in the manufacture of shaving creams although caustic soda is often used in soaps with low fatty acid content. Ammonia, because of its persistent odor, is seldom used; pure white creams made with its help often turn brown on storage. Triethanolamine is a mild alkali which makes good shaving creams but it cannot be used with fats. It will not saponify these and is used only with free fatty acids.

The process of manufacture is a semi-hot one, in which each ingredient is heated separately to the same temperature and after mixing, the batch is stirred until cold. Fats and oils used include olive, sesame, bleached peanut, bleached palm, palm kernel and coconut oils. Addition of lard is an advantage, since it makes a smoother cream with a fine, pearly luster. Although some manufacturers recommend the use of a slight excess of alkali to increase detergent and lathering power, this is not advisable at any time. Even minimal amounts of free alkali are extremely irritating to the skin being shaved. On the contrary, a certain amount of unsaponified fat should be left in the cream. Addition of an effective wetting agent, such as sodium lauryl sulfate, is useful for increasing the wetting and softening power of the shaving soap.

Various examples of formulas for shaving creams are described below. Stearic acid 30 parts, peanut oil 10 parts, coconut oil 14 parts, caustic potash solution 38° Be. 28 parts, water 20 parts, glycerin 12 parts and additional stearic acid 5 parts. Melt stearic acid, peanut and coconut oils together and heat to 60 to 70° C. In another vessel heat the potash lye, glycerin and water to the same temperature and stir into this the warm fat mixture. Stir until cold and then add the other 5 parts of melted stearic acid, with stirring. Cover the batch and allow it to stand over night. Stir again the next day and add perfume dissolved in a little alcohol, the alcohol having the double purpose of distributing perfume and promoting pearliness. When the perfume is uniformly mixed into the batch, the cream is put into storage vessels and allowed to stand for 10 to 14 days, the mass being turned over daily. The consistency of the cream depends to a large extent upon the quality of the stearic acid used, so that a cream that is too hard can be softened by intimate admixture of a small amount of caustic potash solution (avoiding excess alkali).

The formulas below are made by the same procedure.

Stearic acid, 90; coconut oil, 10; KOH, 50°Be., 42; glycerin, 20; water, 100; stearic acid, 10.

Bleached palm oil fatty acids, 50; olive oil fatty acids, 50; coconut oil fatty acids, 20; water, 70; KOH, 50°Be., 50.

Lard, 80; olive oil, 100; tallow, 75; coconut oil, 60; KOH, 38°Be., 160; glycerin, 25; water, 15; stearic acid, 10.

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ADVANCING THERAPY

Vitamin B-1 by a Cheaper Process—A simpler, cheaper process for extracting vitamin B-1 in pure crystalline form, was announced by Fordham University, through the Rev. Dr. Joseph B. Muenzen, head of the chemistry department.

The new process, worked out by Fordham biochemists under the direction of Professor Leopold R. Cerecedo, who is in charge of the biochemistry department, eliminates more than half of the steps in the older process and does away with the use of the expensive chemicals, such as gold and platinum, at present used in the extraction of the pure vitamin.

The main feature of the Fordham process was the use of permutit, a zeolite base exchanger used for water softening. Rice polishings, rich in vitamin, are used as the starting material. These are extracted, and the extract is allowed to trickle down through the permutit which picks the vitamin out of the extract. The permutit is then treated with another solution to recover the vitamin.

New Vitamin H—The partial isolation of vitamin H has been reported by Dr. Lela E. Booher of the Department of Chemistry of Columbia University.

Although the vitamin has been unknown, it is no more rare or uncommon than any of the other vitamins. Experiments carried on for a number of years show that a pint of ordinarily rich milk a day in a person's diet would supply enough of the vitamin.

Together with vitamin G, the new vitamin controls growth, and its absence from the diet of human beings and animals apparently causes certain skin diseases. Experiments showed that it is contained in milk, bran, green vegetables, yeast and liver, so that a person on a normal balanced diet will obtain enough of the vitamin for good health.

Experiments with white rats showed the importance of the vitamin, according to Dr. Booher. A rat kept on a diet containing all but vitamin H grew only one-sixth as much as it should have done and finally died, with loss of hair and skin eruptions.

A concentrate of vitamin G was first obtained from milk and rice polishings by the use of various solvents, the concentrate then being absorbed by Fuller's earth. The vitamin G was taken up by the earth but the new vitamin remained in the filtrate from which it was extracted.

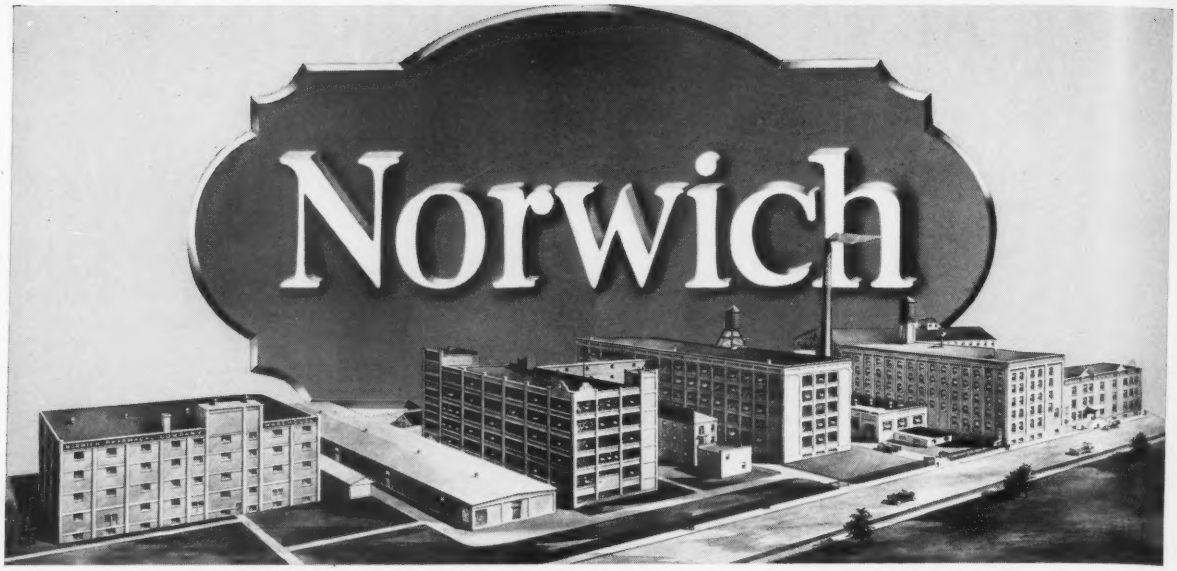
Cold Vaccine for Internal Use—An article in "The British Medical Journal" describes the prevention of common colds by the internal administration of a vaccine made from Pfeiffer's bacillus. During a four-month test period during which investigators of the Pickett Thompson research laboratory in St. Paul's Hospital, London used the preparation on themselves, none of the experimenters had a cold in spite of considerable exposure to infection. "The Medical Journal" commented on the advantages of this method of cold prevention as compared with the use of subcutaneous injections. "A bottle of oral vaccine can be kept on the dressing table and individual and weekly doses can be swallowed in the evening before retiring and on an empty stomach, the amount of time involved being only a few seconds. This weekly oral dose can be kept up all winter without any trouble whatsoever."

Anesthetic for Child-Birth—A preparation which enables the patient to pass through the process of labor in sound sleep and awaken refreshed after childbirth was described before the graduate clinic of the Medical School of George Washington University, Washington, by Drs. Howard F. Kane and George B. Roth of the faculty.

The substance administered at the beginnings of the labor pains is a mixture of paraldehyde and benzyl alcohol. This mixture is not intended as a powerful anesthetic for surgical procedures which will continue to be treated with ether or a gas anesthetic. The mixture is administered when the first labor pains are reported and usually produces sleep within thirty to sixty minutes.

Benzyl Cinnamic Ether and Trachoma—According to Dr. Jacob Jacobson, of Paris, reporting to the section on ophthalmology of the Academy of Medicine, cases of trachoma which were so far advanced that the patients for many years were resigned to blindness have been improved by a recently discovered intramuscular injection. The treatment con-

"I'm sorry, but all I can do is refund the price of the jelly."



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sists of injections of a solution of benzyl cinnamic ether dissolved in olive oil into the arm or other parts of the body not near the eye. This drug has the property of opening up blood vessels which nature introduces in an effort to heal an afflicted cornea. The solution facilitates the flow of fresh blood into the scarred eye and, if successful, this helps to complete the healing process. The treatment is not an antidote for all forms of corneal opacity, but seems effective in some cases of deep scars caused by inflammation, including trachoma.

Improved Action of Phenobarbital—In a series of forty cases where hypnosis or sedation were required, Robinson treated half with 1½ grains of phenobarbital and 5 grains of acetylsalicylic acid while the other half received in addition 2 grains of calcium phosphate. The combination that included calcium phosphate exerted an earlier and more uniform action as compared with the combination of phenobarbital and acetylsalicylic acid when given alone. Size of the dose of the calcium compound, and whether di- or tricalcium phosphate was used seemed to make no difference. Dicalcium phosphate is preferred, however, because it avoids decomposition of the salicylate.

Phenylethyl Hydnocarpate and Lupus Vulgaris—Burgess treated several cases of lupus vulgaris by intra-dermal injection of phenylethyl hydnocarpate with a high incidence of success. The advantages of the method of treatment are 1. comparatively little pain is experienced by the patient; 2. the treatment sessions are of short duration; 3. the technic of treatment is simple; 4. very little scarring results from the treatment.

Treating Burns—Turner gives the following disadvantages of the tannic acid treatment of burns. The coagulum is coarse, tough and not transparent so that any pus formation is difficult to diagnose. In addition, a very coarse type of granulation tissue will be found beneath the scab, which is difficult to control and ultimately tends to produce extensive scarring. Tannic acid is destructive to clothing and bed linen. It becomes unstable rapidly in the solution required for use. After a trial of several drugs, Turner selected mercurochrome because it does not precipitate proteins and can therefore be said to be an effective antiseptic in the presence of protein, the crust formed is thin and transparent, bed linen is not destroyed, it is nonirritating to the tissues, a 2% aqueous solution is stable indefinitely and skin is renewed under the skin rapidly. Patients treated with mercurochrome have less general reaction during convalescence than those treated with other agents, while the amount of pain and discomfort compares well with that of any other method.

Stramonium for Pathological Drowsiness—According to Stott, stramonium has been neglected as a palliative treatment in drowsiness and mental apathy following various illnesses. The stramonium must be given continuously in large doses, half a drachm (2 grams) of the tincture three times a day. At the West Park Mental Hospital, London, most of the postencephalitic parkinsonian patients are kept on substantial doses of stramonium tincture for many years. If stramonium is withheld, the patients relapse rapidly to their former semi-helpless condition. The drug is in common and satisfactory use throughout the British mental and general hospitals.

Irradiation and Vitamin Potency—Material collected from the literature shows that the clinical potencies of irradiated ergosterols are not as great as would be expected from comparative rat assays of these products and of cod liver oil.

The discrepancies between the actual and the expected clinical potencies of irradiated ergosterols may have been accounted for in part by the now overwhelmingly evident fact that irradiation of ergosterol with the full ultraviolet of the quartz mercury arc produces a multiplicity of products. Some of these products are known to be inactive physiologically and others to be toxic without appreciable antirachitic activity.

Irradiation with a properly selected range of wavelengths is capable of transforming ergosterol almost completely into a fraction which is antirachitically active in high degree and which is not contaminated with degradative decomposition products.

A product of selective irradiation of ergosterol is now available. It is a vegetable oil solution of the antirachitic factor, the potency of which has been adjusted to 10,000 U. S. P. X. (Revised 1934) units per gram.

Indications lead to the belief that there will be a possible variation in optimum dosage between the two types of product. Clinical studies are at present under way and others are planned to establish optimum dosages of viosterol-in-oil—Sperti process; meanwhile, N. N. R. dosages are recommended.—T. H. Rider, G. Sperti, G. P. Goode, H. G. Cassidy, J. A. M. A.

Absorption of Hormones Through the Skin—Zondek showed that estrogenic substance is active not only in subcutaneous, oral and rectal administration but also when given percutaneously. In experiments on male guinea-pigs he found that the region of the mammary gland is especially susceptible to estrogenic substance, for rubbing with ointment resulted in enlargement of the mammary gland of male animals in a comparatively short time, and continuation of the embrocation even caused lactation. Another typical reaction was hyperpigmentation of the mammary areola, corresponding in intensity to that of the pregnant female animal. Moreover, the percutaneous administration also exerted an antimasculine effect, the testes decreasing in size.

Mandelic Acid in Urinary Infections—It is known that a ketogenic diet, in which carbohydrates and proteins are largely replaced by fats, has a definite action in urinary infections by increasing the acidity of the urine and preventing the growth of bacilli. An effort has recently been made by Rosenheim of London to find a therapeutic agent that, by acting in the same way would replace this diet, and the work resulted in the discovery that mandelic acid has this effect. The active factor in the ketogenic diet is beta-hydroxybutyric acid, but this compound is unsuitable for oral administration as it is completely oxidized under normal metabolic conditions. A number of other organic acids were tried, but were rejected for the same reason. Mandelic acid, phenylhydroxyacetic acid, was found to be excreted unchanged in the urine, and to be effective in rendering the urine bacteriostatic. This acid was used in twelve cases of urinary infection, and although the series is small, the results seem to be of sufficient value to warrant further and extensive trial.

The successful cases mostly started to improve after a few days' treatment, and the urine usually became sterile within a period varying from 10 to 21 days. A striking feature of the treatment was a rapid improvement in the clinical condition of the patients, the toxic symptoms disappearing rapidly. The treatment is no more expensive than the ketogenic diet.

New Medicines

Cystopurin is a double salt of hexamthylene tetramine and sodium acetate which is useful as a urinary antiseptic in the treatment of cystitis, prostatitis and gonorrhea. It is sold in tubes of 20 and bottles of 200 tablets. Genatosan, Ltd., Loughborough, England.

Lopion is the sodium salt of auro-thiosinamine benzoic acid, containing 40% gold. It is suggested for the treatment of tuberculosis in all forms, chronic rheumatoid arthritis and other indications for gold therapy. Single packings of one ampoule contain a dose ranging from 0.01 to 0.75 gram. Bayer Products, Ltd., London.

Valisan is a compound of bromine and the bornyl ester of isovaleric acid. It is said to be a nonhabit-forming sedative. Schering, Ltd., London.

Antemin—Each tablet contains cerium oxalate 83.33%, acacia powder 3.33%, lactose 8.34%, farina 5%. The preparation is useful in nausea and vomiting in pregnancy and travel sickness. Two tablets to be taken before rising or before starting the journey. The tablets should be allowed to dissolve on the tongue. H. K. Laboratories, Ltd., London.

READERS'

Inquiries must be addressed department on the letterhead of firms. Inquiries from private

ANTISEPTICS

Can you tell us if there are any antiseptics that are soluble in oil that will be powerfully germicidal under all conditions? Providence, R. I.

Chlorobutanol and oxyquinoline base are said to be effective in oil solution, but how effective they are and under what conditions you must determine for yourself by actual test. Oil soluble antiseptics are much less numerous than water soluble ones. Many antiseptics that are effective when dissolved in water or alcohol are worthless in oil. We don't know that any antiseptic is equally effective under all conditions. The universal antiseptic such as you apparently have in mind will probably never be discovered. There is so much confusion about antiseptics in the trade and also in the public mind that it would be a splendid thing for all concerned if they could be classified by potency and applicability in much the same way that vitamins are identified. Thus, Potency I would mean a definite range of germicidal power under standardized conditions and Potency II would mean another. We think this might be simpler for all concerned than the standards that now prevail.

OXIDE MILK

It is possible that some time in the future we may wish to manufacture milk of magnesia for local distribution. Because of its simplicity we wish to use the oxide process and as a preliminary would like to get some idea of the procedure, equipment and the cost of plant. Sydney, N. S. W.

To make milk by the oxide process calls for the use of a steam jacketed or coil heated tank with accessory fittings, a portable mixer, a homogenizer and a storage tank. Inasmuch as magnesium oxide changes to some extent into carbonate when exposed to air, it is the usual practice to make your batch according to the standard size of the container in which the oxide is shipped. Thus, if the oxide is shipped in 30 pound drums it is the usual practice to make the batch big enough to require an entire container. Hence, a thirty pound drum would take sixty gallons of water. If larger batches are wanted, they should be multiples of these amounts. The procedure is to put half the water, preferably distilled, into the mixing tank and heat it to a temperature ranging from 100 to 180 degrees F. This depends upon the oxide, the better qualities require lower temperatures for hydration. When the water is up to temperature the agitator is started and the oxide added. Mix for about a half hour and allow the batch to stand overnight. The following morning add the remainder of the water with about five per cent of the total added to compensate for evaporation losses, and mix for about half an hour. Then run the batch through a homogenizer, like the unit regularly advertised in this paper, into the storage tank. A few additional comments are necessary. The portable mixer shaft should be fitted with a wide propellor blade, say 10 inches, and at its extreme end it should be fitted with a beater having an upward thrust to keep the powder from settling into the bottom of the tank before it is completely hydrated. The tanks should all be glass-lined or made of tested stainless steel as milk of magnesia is very corrosive. The equipment units can be arranged one above the other, if more than one floor is available, or on one floor if pumps are on hand. The first set-up is desirable because milk of magnesia, being highly abrasive, wears pumps out quickly unless they are specially constructed for it. There is on the market a very good milk of magnesia paste which simply requires dilution.

ROUGE

We have had a great deal of trouble making rouge. Our formula calls for sixty pounds of talc, five pounds of gum arabic, three pounds of lake coloring matter, all of which are mixed into a stiff paste. This we spread on a twelve cavity mould and press. Something must be wrong with our process for upon taking the mould out of the press, we found ourselves unable to remove the cakes. Inasmuch as this is a new product with us we should be very much indebted to you for any assistance that you may be able to give. Melbourne, Australia.

We don't wonder that you got into difficulties; your formula and procedure are all wrong. To the amount of talc you use, you should add fifteen or twenty pounds of zinc oxide or else your rouge, if you do succeed in making it, will be transparent. Also add about thirty pounds of purified kaolin. Gum arabic is likely to produce a cement-like rouge, so in its place, we suggest a pound or two of powdered tragacanth or pulverized paraffin. The proper procedure is to mix the ingredients and the color. Then wet the gum with sufficient water to convert the whole batch into a semi-fluid paste. Spread this thinly on drying trays and put into a controlled temperature oven and dry at about 130° F. When the mass is thoroughly dry—after a period of approximately twenty hours, depending upon the construction of the oven—remove the dry mass and pulverize it in a ball mill or pulverizer. Then granulate the powder with the perfume solution (alcohol and perfume) and press into cakes. You'll have to do quite some trial and error experimenting to get your rouge just right. In this country extremely few cosmetic manufacturers make their own rouge; it requires a careful technic, considerable equipment and in the final analysis is such a messy job that one must have an enormous rouge business to go into it. For average purposes it is cheaper to buy it.

U.S.P. PROCEDURE

Lately we have gone into the manufacture of a few proprietary remedies and we are planning to add to our line a few standard U.S.P. products. The official procedure in making these seems unnecessarily involved, but in spite of the exception clause, we have been told by friends in the trade that we must follow the indicated procedure. Is this so and if not how far may we go in changing procedure to suit our own methods and equipment? San Francisco.

As we have pointed out before the U.S.P. is written from the point of view of the retail pharmacist. The exception clause was introduced because it is manifestly ridiculous for a manufacturer to attempt to follow, in making a 500 gallon batch, the procedure that would be used in making 1000 ccs. Insofar as the manufacturer is concerned, he must use the raw materials specified and his final product must in all respects conform to the tests and requirements of the Pharmacopoeia. The inadequacies of the U.S.P., insofar as the manufacturer is concerned, is exemplified by the current distilled water ruling, discussed in a special article in this issue. The specifications for raw material are also somewhat flexible, although in some cases it may be necessary to get a special ruling to permit a change in basic raw material. Citric acid for example can be made from many raw materials other than the peels of citrus fruits; milk of magnesia may be made in many ways and from many different magnesium salts. Alcohol

QUESTIONS

individuals cannot be considered. This service is limited to the trade only.

can be made from many different raw materials. The thing to bear in mind is that the final product must conform to each and every requirement of the U.S.P. or you can't label it a U.S.P. product.

FINGER WAVING FLUID

The manufacture of a salisfaclory finger waving lotion has always been a problem with us. Some of the time our customers swear by it, the rest of the time at it. Our formula is a standard one calling for the use of gum karaya, benzoic acid, perfume and coloring. At various times we have experimenled with other preservatives such as methyl parahydroxy benzoate, sodium benzoate, which, however, did not influence the above condition materially. Our main difficulty is, we believe, with the non-uniformity of the gum supplied. There seems lo be a great deal of variation in viscosity produced by a given amount of gum purchased at different times of the year. A low viscosily gum means that more of il must be used to produce a lotion of required thickness. A waving lotion containing an excess of gum, upon drying on the hair leaves a great deal of flakes, the bugbear of all waveset manufacturers. They also require longer to dry, a great disadvantage. Have you any suggestions for making a lotion that will be of uniform viscosily throughout the year? Minneapolis.

The difficulties you are having are due to a common failing, the assumption that a given amount of gum of a given kind added to a definite amount of water must always produce a lotion of constant viscosity. The answer to it is to use a viscosimeter and standardize your product. Thus, at one time you will be obliged to increase or decrease the amount of gum used according to its characteristics. This is what glue manufacturers are obliged to do and the problem is similar in both trades. It is also possible that you might get better results by mixing standardized solutions of different gums such as tragacanth, Irish moss, etc., as standardized mixtures would give you the required viscosity with the minimum gum content.

TOOTH POWDER

In the October issue, you refer in the Perfumers Shelf to benzyl salicylate as being a valuable fixative agent in talcum and face powders. We are having considerable difficulty in retaining peppermint flavor in our tooth powder. Most fixatives destroy peppermint flavor but we thought it possible that the above chemical might work. Will you be kind enough to give us your opinion on the matter? El Paso.

The only way to answer this question is to try it. As the ingredients of face and talcum powders are different from tooth powder, the chances are that it will not work and we'd advise sending your formula to an essential oil house for specific advice. Our guess is that your product is a sodium perborate powder, with which everybody seems to be having flavor trouble due to the oxidation of the flavor by the decomposition of the perborate.

HAND LOTION

We have been making experiments with a hand lotion taken from Chilson's Modern Cosmetics. Our formula is substantially the same excepting that we have added butyl stearate and omitted the cetyl alcohol that the formula calls for. Our product however seems to make the hands rough instead of smooth. The formula referred to is No. 3 on page 108. New York.

The formula referred to is a standard type and should be emollient. It is possible that the addition of butyl stearate may have caused the condition to which you refer, but we are at a loss to see why it should.

QUICK MELTING CREAM

Will you give us a formula for a quick melting cleansing cream of the cold cream type? Battle Creek.

Paraffin 6, white beeswax 12, mineral oil 54, stearic acid 1, borax 1, water 25.5, perfume .5—parts by weight. This formula is a modification of one taken from Chilson's Modern Cosmetics. It has been made up and tested, and it produces a beautiful white cream of fine texture which liquefies readily.

MOUTH WASH

In the filtering of mouth wash and eau d'cologne we are using a hard fibre filter paper through which the product comes out brilliantly clear. However, we find that we get a lot of lint from the filter paper into the product and to date we have not been able to locate a paper that will eliminate this condition. Can you suggest a grade of filter paper or a method of filtration that will overcome this condition? St. Louis.

It is possible that you are not returning enough of the first part of the filtrate to allow the paper to get "set." This is so obvious, and you have been in the game so long, that it is not likely that you are not using the correct procedure, hence, we must consider other possibilities. If the lint is not evident at the beginning but becomes apparent after the lotion has stood for a while, we'd be inclined to suspect it isn't lint at all but fine, hair-like filaments caused by the flocculation of essential oils. Chilling before filtration is the only answer to this. The only other alternative we can suggest is to use an asbestos sheet filter. Meanwhile we shall have supplier of high grade filter paper get into touch with you.

CLAIMS

We are enclosing a formula for a liquid cream. Will you tell us if we can safely make the following claims: that it is pure, non-toxic, non-allergic, neutral, non-irritating; that it can be used on a baby's skin; that it will cleanse the skin; that it will be absorbed by the skin; that it aids in restoring youthful complexion; that it will assist in preventing pimples, blackheads and age lines; that it is a nourishing cream and skin food; that it makes a perfect powder base; that it can be used for normal, oily and dry skins. We are enclosing our check as a service fee and will be glad to send more if this does not cover it. Chicago.

We are returning your check because the services of this department are free to our subscribers. Nevertheless, we appreciate your thoughtfulness. You have a good product insofar as purity is concerned, so why jeopardize its future by making too many claims? It is as pure as good materials can make it and is non-allergic in the commonly accepted sense. It should readily be absorbed by the skin, which should be made softer and more flexible thereby; it should make a pretty good cleanser. But it isn't safe to say any preparation will prevent age lines or pimples. The former is impossible, the latter depends more upon general health than upon external conditions. Our advice is to make as few claims as possible.

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PURCHASING DEPARTMENT

FEBRUARY MOVEMENTS

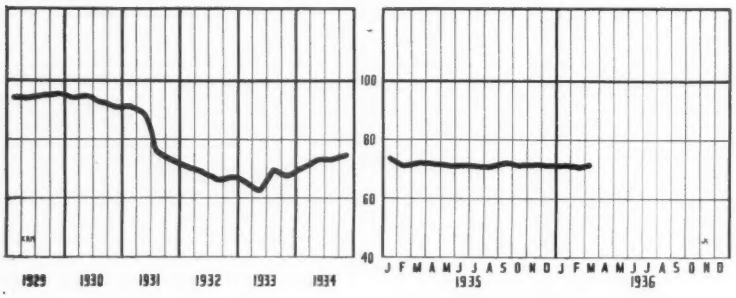
Up

Aconite Root 5c	Gamboge Gum 3c	Peppermint Oil National 10c
Anise Oil USP 7c	Geranium Oil, African 25c	Redistilled 25c
Birch Oil, Southern 25c	Bourbon 25c	Pine Needle Oil 5c
Sweet, Northern $1.00	Golden Seal Root 10c	Psyllium Seed, Black ½c
Cassia Oil, Redist. 5c	Lycopodium 15c	Santonin $4.50
Cedar Leaf Oil 30c	Menthol 30c	Tansy Oil 15c
Cedar Wood Oil 2½c	Mullein Flowers 10c	Thymol 5c

Down

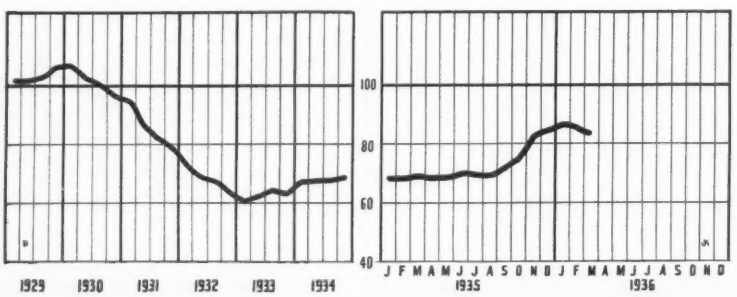
Agar No. 1 18c	Lemon Oil, Italian 15c	Orange Oil, Italian 40c
Burdock Root 2c	Lime Oil, Distilled 40c	Papain 15c
Chamomile, Roman 4c	Expressed 5c	Rhubarb 2c
Citral 20c	Linalyn Acetate 15c	Sabadilla Seed 3c
Colocynth Pulp 10c	Manna, Large 15c	Sassafras Oil, Artificial 2c
Coriander Oil 10c	Small 5c	Savory Leaves 1c
Cumin Seed, Morocco 1½	Musk, Ambrette 55c	Spearmint oil 5c.
Elder Flowers 1c	Ketone 55c	Terpineol 8c.
Eucalyptus Oil 3c	Xylene 10c	Valerian root 1c.
Juniper Berry Oil 10c	Orange Oil, Amer. 35c	Wormwood oil 20c.
Lemon Oil, California 20c	W. Ind. 10c	

25 Cosmetic Raw Materials—Unweighted Price Index. 1926 = 100.



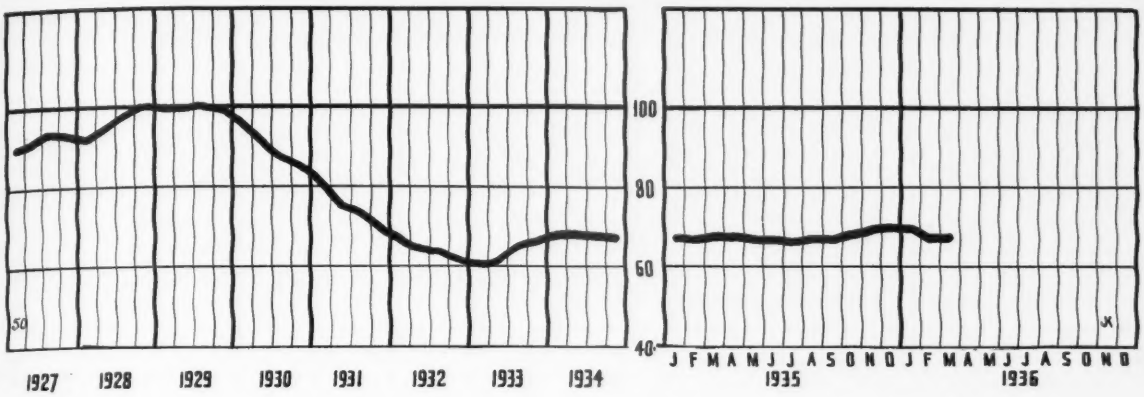
The cosmetic raw material index increased from 71.5 in February to 71.8 in March because of the menthol increase. Japan was materially strong in their viewpoint of the situation stating that the available supply there was approximately 1,000 cases over and above contract requirements and that this position justified their asking higher prices for menthol. The spot market, however, was not in any way as firm as the primary as consumers of menthol here were sufficiently stocked to await further developments.

15 Botanicals—Weighted Price Index. 1926 = 100.



The botanical price index declined from 85.7 in February to 82.9 in March, two changes in price being responsible for the drop. Agar, with the appearance of new supplies, declined from 88 cents and rhubarb lost 4 cents to be quoted at 32. Some improvement in transportation throughout the country has increased the demand for prompt shipment of merchandise and orders which had accumulated kept dealers very busy during the closing days of February.

50 Raw Materials—Weighted Price Index. 1926 = 100.

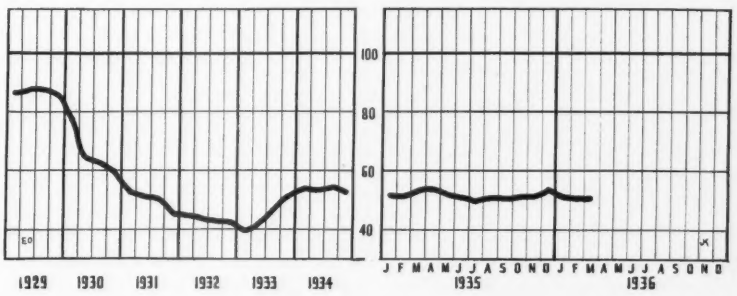


Activity in all groups of prices was at a minimum for the beginning of March, those changes in price that did take place tending to balance each other. The total index of 50 commodities registered no change for March over the February figure.

There was no special incentives in the market during the month of February which would unduly affect the price structure. Business for the most part was more or less of a routine nature. Consequently price changes were comparatively few as compared with other months.

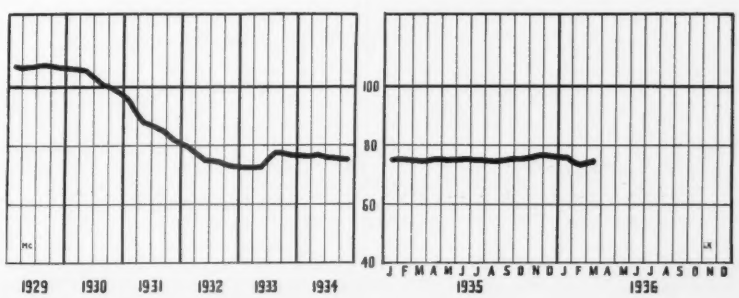
15 Essential Oils—Weighted Price Index. 1926 = 100.

In spite of seven changes in the component prices, the essential oil index remained unchanged at 50.6. Eucalyptus dropped from 34 to 31 cents, lemon oil continued its decline, being quoted at $1.40 contrasted with the previous $1.55, lime oil lost 5 cents to sell at $9.35. Anise oil increased from 50 to 57 cents, cassia rose 5 cents to $1.25, geranium was 25 cents higher at $5.25, peppermint increased from $2.05 to $2.15.



15 Medicinal Chemicals—Weighted Price Index. 1926 = 100.

The single change in the price of natural menthol, a rise from $3.45 to $3.75, changed the index of medicinal chemical prices from 73.7 for February to 74.2 for March. The spread of influenza to several states has created an exceptional demand for such chemicals as codeine, quinine, camphor, acetylsalicylic acid, amidopyrene, citrated caffeine, the bromides, etc. As yet, however, the particularly heavy demand has not been of sufficient duration to affect prices materially.



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CEDAR LEAF

The sharp spot advance in oil cedar leaf is a reflection of the virtually total stoppage of shipments from the primary market. Early snows in the north brought an end to distillation before the season was over with the result that production was curtailed seriously. It is also said that satisfactory wages paid for P.W.A. work induced some of the producers away from their usual activities in producing oil.

Spot quotations ranged from 85c to $1.10 per pound in drums and from 90c to $1.15 per pound in tins. Some sellers, however, placed the market range at from $1.10 to as high as $1.25 indicating that the market was close to being nominal. Some houses were making limited deliveries to regular customers, rejecting all other business.

One lot of oil was received from Canada, it is said, where 85c per pound for shipment was asked. There is a duty of 25 per cent. on this imported oil which makes it unlikely that Canada can be seriously considered as a source of supply to relieve the present shortage.

All indications point to the fact that prices will be at least as high as at present at least from now until June or July. An average price over the past few years ranges about 70c per pound as compared to today's price range of from 85c to $1.25 per pound as to seller and quantity.

Some factors regret the present tendency of this item, pointing out that when the farmers who produce the oil become accustomed to higher prices it is exceedingly difficult to get them to take less, so that the present tendency toward higher levels is likely to endure for some time.

PSYLLIUM

A fractional improvement was noted in the spot price on French psyllium seed. The new range was from 7½c to 8½c per pound and although the price is still very low the decline in production in France seems now to be having some effect.

French psyllium seed production last year amounted to less than 100 metric tons, due to smaller plantings and unfavorable weather conditions at the time of harvest, according to a report from Marseille. Owing to low world prices for psyllium seed farmers in the Marseille region may abandon the crop, it is stated. France is one of the world's largest producers of psyllium seed, practically the entire output of which is shipped to the United States. In 1934 approximately 75 per cent. of the American demand was supplied by France, while in 1935 the French share dropped to 32 per cent., due largely to competition from British India.

MUSK

Sharp reductions ranging from 10c to 55c per pound were made by leading domestic manufacturers of artificial musks in order to shut out competition from producers abroad. Quotations on both ambrette and ketone have been lowered 55c a pound, thus establishing the former article at $4.20 for five-pound lots or more and the latter article at $4.35 with the usual differential of 15c a pound for smaller lots. Xylene is also lower at $1.25 to $1.40 a pound according to quantity.

This action on the part of producers here was made necessary by the recently enacted trade agreement with Switzerland under the most-favored-nation treatment. This treaty included reductions on four perfume materials, heliotropin, geraniol, hydroxycitronellal and artificial musk. As the treaties when ratified apply not only to the nation directly entering into the treaty, but to all nations on the most-favored-nation list, it therefore automatically applies to practically every nation with the exception of Germany because she recently revoked her most-favored-nation treaty with the United States.

The competitive factor is therefore greatly intensified. It is particularly feared that Japan will have a decided advantage under the newly enacted treaty and so manufacturers here have taken action to protect their market.

PEPPERMINT

A reversal in price trend in oil peppermint seems definitely to have set in. There are ample supplies of oil available but the actual scarcity of U.S.P. material is now actually being felt. Quality oil is therefore being firmly held in the country for full prices with few actual offers being made.

Minimum quotations for spot stocks were therefore advanced with natural oil at from $2.15 to $2.45 per pound as to quantity and redistilled U.S.P. material at from $2.40 to $2.70. These quotations covered oil fully meeting the menthol requirements of the U. S. Pharmacopoeia.

As no new crop material will be available until late this summer to correct the deficiency of the last crop in menthol content, it is generally felt in the market here, that the tendency for several months at least will be toward a gradually advancing price level.

SWEET BIRCH

Inability to secure normal shipments from producers in the primary market continued to bring strength to prevailing spot prices. Northern oil was being offered at $3.75 to $4.00 per pound and Southern sold at from $1.90 to $2.10 per pound.

CITRONELLA

With the consuming season for citronella oil only a few months off, dealers are calling attention to the present low prices prevailing on this item. Ceylon oil is being offered in 400 pound drums at 22c per pound and in 50 pound cans at 25c per pound f.o.b. New York. Contracts for 6 months are being entered.

This is the lowest price level at which this article has sold in many years and consumers are recommended to cover their requirements.

Java oil continued to give evidence of gaining strength but the spot price remained without change. Exports from Java during the first 9 months of 1935 amounted to 1,232,750 kilos compared with 1,260,702 kilos during the same period of 1934.

MENTHOL

Importations of menthol were exceptionally heavy during the early period of this year. The total equaled some 1,262 cases from January 6th to February 10th. As a reflection on current business, these figures may be misleading as it is said that practically half of this amount was for one importer who has been anticipating on contracts.

The fact of the matter is that none of the truly large users have been in the market and the amount of new business being done at current price levels is quite unimportant. Practically no new business was placed in Japan at above $3.00 per pound c.i.f.

It must be said, however, that a materially stronger undertone prevails in this commodity at the new price level of from $3.75 to $3.85 per pound. Factors here have had to advance prices somewhat in line with the supply market which still continues somewhat higher than this market.

The advancing tendency here, therefore, can be traced for the most part, directly to the situation in Japan, where it is reported that approximately 1,000 cases are available above and beyond contract requirements. With such a situation prevailing there is bound to be speculation sufficient to cause an advancing market.

AGAR

A more normal condition prevails in this item with the arrival of new crop material here. Prices have declined from the high of 88c previously current for spot goods, and this commodity is now offered at from 68c to 70c per pound for number 1 grade.

The previous high level was reached during the period immediately prior to the new production when there existed an acute shortage in the shipment market. With new stock arrivals in February the condition is now on a more even basis.

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CITRUS OILS

The pressure of new crop oil from the markets of the world was the force weakening values in this group. Italian oil was reduced to a basis of from $2.30 to $3.00 per pound as to seller and quantity, West Indian declined to a range of from $2.35 to $2.50, while the African oil continued cheap but lacked further change.

The feature of the orange oil market, however, was the drop in California cold pressed to a basis of $2.65 per pound, the reduction, it was said, being induced by the downward tendency in imported oil. Distilled oil remained without price feature at 75c per pound.

Domestic lemon oil was reduced from $1.50 per pound to $1.30. Italian lemon was again offered at a new level range of from $1.40 to $2.00 as to brand and seller. The range on Italian oil represented the brands of standard quality. It was said there was cheaper oil available.

VANILLA BEANS

Business in Bourbon beans is reported as not very active. Higher prices and cold weather were influences which tended to slow down the demand here for this grade of vanilla. One reaction to the high prices for Bourbon beans was the report that a decidedly better business was ebing done in Mexican's, especially cuts which which are offered at a minimum of $2.75 per pound, being somewhat under the $3.00 minimum prevailing for Bourbon beans.

There is every reason to believe that Bourbon beans will continue high for some time to come and should this prove to be the case it is likely that an even greater trend toward the Mexican's at present price levels will be noted.

EUCALYPTUS OIL

The advance in this oil a few weeks back seems to have over-run itself to some extent. Drums are now priced at 31c and cans at 34c per pound.

BERGAMOT OIL

Higher cables came from Italy with the result that the spot market was materially stronger. It is reported that the Italian Government, which previously paid a bounty of 25c per pound to producers for each pound of oil exported, have now removed this encouragement to exporters. The result has been that shippers have had to put the price up in order to compensate themselves for the loss of government support. A spot market of $1.80 per pound would represent the price here if based on what would have to be paid for shipment goods.

It was also reported that the Italian Government was considering once again the consortium idea that was prominent some time ago. The brief news available indicated that a Consortium is being set up to control sales and, possibly, output of Bergamot oil.

Previous attempts to fix and control the shipment price of bergamot failed in their object. In those instances the control, although under an official decree, was based on the co-operation of the commercial interests concerned. Now, from the news available, it seems that the new control may be very different in character. The latest advices from Sicily indicate that, first, the output and the price which producers will be paid for their oil is to be controlled by the authorities. The price exporters will pay for supplies and the price they quote for export to all markets may also be defined and controlled in a similar manner. Generally, if these indications are correct as the basis of the new Consortium, it means that production and sales are to be put under direct government supervision.

So far, the Consortium is not quoting for any market, but it is anticipated that the shipment price will be on a higher level than recent open market quotations. It is not known if shipment business will be done exclusively through one channel, as was the case under the previous Consortium. Reports indicate that it may be several weeks before full details are known and the Consortium commences operations.

As in the case of lemon oil, New York is the chief outlet available for the time being, but with the carry-over of old oil unusually small this season it is said in some quarters that conditions seem more favorable to the control meeting with success this time.

Other factors express the opinion that, in view of the strides made in the production of synthetic bergamot and the reduced consumption of the natural essence in most types of cologne water now made, the market will dwindle faster than any attempts at price fixing can keep up with that movement.

ERGOT

The market on U. S. P. ergot was still very firm at a price range of from $2.10 to $2.35 per pound. Replacement costs abroad continued at the higher levels established some months ago, especially as concerned the Spanish material which was in strong hands and small supply. The tendency of prices were upward if anything.

There was no carryover stock from the Spanish crop of 1934. In addition the 1935 crop in the Provinces of Orense and Zamora is reported unofficially to be about 60 per cent. below normal and to approximate 40,000 kilos as compared with 100,000 kilos produced last year.

The production of ergot in Portugal in 1935 was approximately the same as in the past, it was reported. It is also said that Spanish exporters have come to Portugal and have been buying the Portuguese crop at higher prices.

Reports just received from Hamburg, an important trans-shipment market, state that practically no reliable data concerning the size of the ergot crop was available from Spain or other principal producing countries where exporters were said to have practically "cornered" the market. The situation in Spain was accepted as an indication that an unusually short crop must have favored the attempt to control that market.

The Russian crop was believed to be very small, chiefly because it had proven almost impossible to buy any of it. One Hamburg purchase of five tons in August, 1935, for October-November shipment was actually not shipped until the end of December, when only about one ton remained unsold. The Polish crop was small and was rapidly disappearing although dealers had been holding it in order to benefit by rising prices. The German crop, always insignificant, had already disappeared from the market.

BALSAMS

Leading importers are calling attention to the favorable prices now prevailing on balsam copaiba U. S. P. This item is selling f.o.b. New York in 40 pound cans at 19c per pound and in 80 pound cases at 18c. Purchase at this time should be advantageous.

A copy of the Diario Official of the Salvadoran Government of December 20, 1935, contains Legislative Decree No. 162. This decree provides that, in order to avoid confusion and to protect against adulteration, the product heretofore called "Balsam Peru" is to be labeled "Balsam of El Salvador," all packages thereof having to be prominently so marked.

Exports to the United States during 1935 amounted to 95,408 pounds valued at $55,323.

THYMOL

Thymol U. S. P. is reported in active demand at attractive prices. The spot market in 5 pound cans is $1.65 per pound, 25 pound cans $1.60 and 100 pound lots $1.50 per pound, f.o.b. New York. The market at these levels is in buyer's favor.

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PLYMOUTH SUNBURN PREVENTER CONCENTRATE

for Oils, Creams and Lotions

Introduced several years ago, this "PLYMOUTH" Specialty has enjoyed increased sales each year. It is very effective in the prevention of sunburn. Sales of Sunburn preventives quadrupled last year over the previous year and promise to continue growing. For positive protection use 20% of "PLYMOUTH CONCENTRATE" in your preparation which can be an oil, a cream or a lotion.

Tests conducted by Professor A. Taub of New York show that 0.5% to 2% of light of 2900 to 3100 a. u. is transmitted through a 0.5 m. m. layer of cream or lotion containing 20% of "PLYMOUTH CONCENTRATE," thus preventing sunburn but permitting tanning. A copy of this chart showing a comparison of this and other materials generally used is available. Write for it and for a sample. Formulae for oils, creams or lotions, containing correct percentage of Plymouth Sunburn Preventer Concentrate, as shown by test, will be gladly furnished free of charge.

M. W. PARSONS, IMPORTS

AND PLYMOUTH ORGANIC LABORATORIES, INC.

55 Ann Street **New York, N. Y.**

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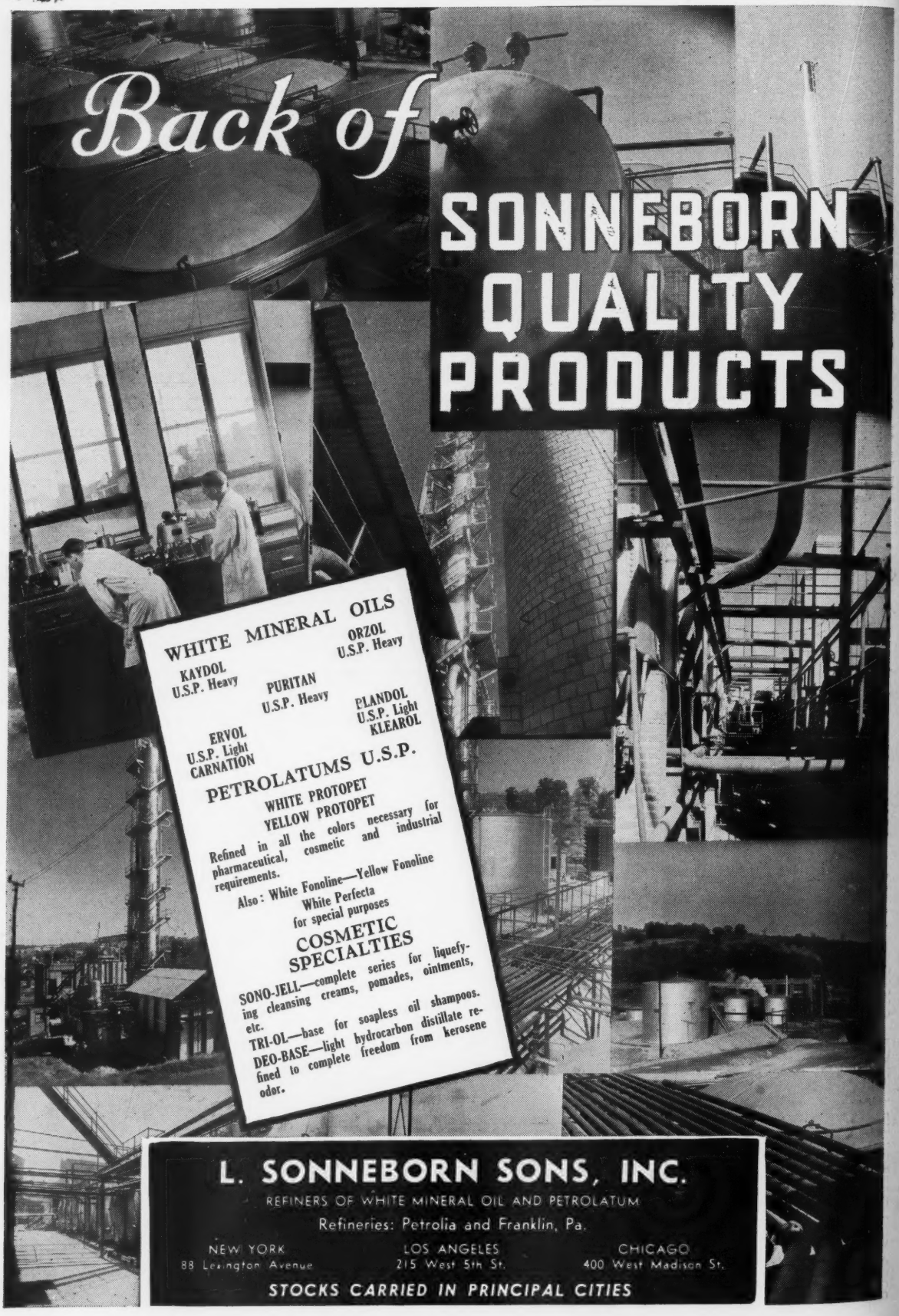
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